ABSTRACT

Fashion is a primary need required by society. Worckhome Denim Company is an SME (Small and Medium-sized Enterprise) operating in the fashion industry. The company produces various products including denim pants, chino pants, denim jackets, and tote bags. This SME sells its products through several e-commerce platforms, one of which is Shopee. The assessment received by Worckhome Denim Company on this e-commerce platform is favorable, indicating that the products produced by the SME are well-received by the market. Among these products, denim pants have achieved the highest percentage of sales compared to other items. Based on nearly two years of sales data, the sales graph for denim pants has shown a consistent upward trend. However, when compared to the existing market share, Worckhome Denim Company's denim pants sales are lower than those of its competitors. Identifying the root issues is necessary, leading to the identification of three main problem components: human resources, sales methods, and brand awareness. Among the evaluated alternative solutions, redesigning the product positioning emerges as a solution to address the challenges faced by Worckhome Denim Company.

The appropriate method for addressing Worckhome Denim Company's issues involves conducting perceptual mapping analysis to understand consumer perceptions, using Multidimensional Scaling (MDS) methodology. This method will identify attributes determined based on Voice of Customer (VOC), previous research, literature review, and input from the problem owner. The selected attributes will be formulated into a questionnaire distributed to the target respondents. The results of this questionnaire will then be processed using the MDS method, generating a perceptual map that highlights the Euclidean distances between attributes and brands. This perceptual map will divide and categorize the space based on attribute strengths and brand competition. Analyzing each region within the map is essential to determine attribute priorities, closest competitors, and the unique attributes a brand possesses. The expected outcome is to assist Worckhome in designing improved positioning strategies, allowing it to compete effectively and remain relevant within the market.

The results obtained for Worckhome reveal that it resides in Region A, with no competitors within the same region. Worckhome excels particularly in attributes such as material quality and waist size. The problem owner's intended value proposition focuses on using high-quality materials with unique pocket designs, catering to a diverse customer base, especially males. Nevertheless, certain considerations suggest a need to adjust the value proposition according to consumer demand, specifically focusing on the material aspect

Therefore, the recommended solution involves highlighting the desired value proposition on social media platforms like TikTok and Instagram, by improving the tagline "Be Cozy, Be You". This approach aims to divert consumer attention from potential weaknesses and attract a larger audience. Additionally, analyzing competitor marketing strategies to gather information that can make Worckhome more relevant to similar competitors is crucial. The SME should also work on developing, enhancing, and maintaining the product's strengths, paying attention to denim pants attributes across various social media platforms, thus enabling it to effectively compete with other competitors The proposed redesign for Worckhome is expected to yield several benefits. Firstly, in the future, Worckhome can independently conduct market research, allowing it to advance and become less reliant on external parties. Secondly, with the new tagline, target consumers will be informed about Worckhome's product advantages, significantly boosting sales. Lastly, the brand will remain competitive with similar competitors, ensuring a less intense market competition and positioning Worckhome favorably.