

ABSTRACT

In the midst of intense competition in the Muslimah fashion market, MDM Boutique experienced an unachieved sales target for July – October 2022. MDM Boutique also received a low brand heartshare compared to its competitors. The root of the problem lies in the brand factor. Therefore, the purpose of this Final Project is to design an effective positioning strategy. The method used is multidimensional scaling (MDS) which produces a perceptual mapping. SWOT analysis is used to identify factors that can be used as a brand positioning strategy. Data was obtained by distributing questionnaires to 210 people using a Likert scale. The results of the questionnaire were processed using IBM SPSS 23 using the MDS method which produced a perceptual mapping with an R-Square of 0.96858 and a stress of 0.18870. There are three areas of competition generated and actual competitors are in region A and potential competitors in regions B and C. MDM Boutique competes with Yarashyma and Zaha Indonesia in region A and LUXE ID in region C. The banking attributes of region A are the attributes of the variety of types, size variations, and loose fit cutting. While region C is the store environment, material quality, color variations, and product design. Improvements to positioning based on region A are increasing innovation to penetrate oversized products, adding X and XXL size variations to tops, bottoms, and overalls, initiating collaboration with suppliers, and adding variations in the types of tops and overalls taking into account the fabric material used. Positioning improvements for region C are renewing properties by buying properties at affordable prices but of good quality, benchmarking product designs from competitors to increase the variety and attractiveness of product designs, penetrating the market by offering varied and attractive product designs, and choosing fabrics with good quality materials for subordinate products.

Keywords — Positioning, Multidimensional Scaling, Perceptual mapping, SWOT Analysis, Muslimah Fashion Brand