

## **ABSTRACT**

*The demand for fashion products, particularly hijabs, continues to rise in Indonesia. Engaging in the hijab business has become a strategic choice due to its vast and growing market potential. Indonesia, as the country with the largest Muslim population, creates a high demand for hijabs as both a religious obligation and a part of daily fashion. Additionally, the global trend of modest fashion is gaining popularity, especially among younger generations like Gen Z and millennials, who seek modern hijabs that still adhere to religious guidelines. Laia Scarf, as one of the hijab brands in Indonesia, aims to capitalize on this opportunity by formulating effective strategies, particularly for developing their flagship hijab products.*

*Laia Scarf is a fashion brand that focuses on modern hijabs with a minimalist concept, aiming to provide solutions for women who are already wearing hijabs or those who wish to try them. Current lifestyle trends indicate that many women desire hijabs that not only meet religious requirements but are also easy to wear, comfortable, and stylish. Over time, hijabs have evolved into fast-moving consumer goods with an industry that is easily accessible for new entrepreneurs. Hijabs are no longer merely head coverings; they have become a means of self-expression and identity, instilling confidence in their wearers. This business continues to grow alongside changing consumer preferences and the development of the Muslim fashion industry.*

*Laia Scarf intends to leverage this opportunity to minimize threats from competitors by expanding its branding and strengthening its vision, mission, and objectives, especially after rebranding in 2024. Laia Scarf provides two main platforms, namely Instagram and a website, which enable individual users and business owners to market our products more easily. This updated business plan is expected to assist Laia Scarf in developing viable strategies to achieve its goals and targets. The purpose of this business plan is to outline the business processes and strategic objectives for the future, specifically to help reach targets within approximately one year for business development and the launch of new products.*

*This business plan research involves company analysis and market analysis that includes external, internal, and competitive analyses using both primary and secondary data. The results indicate that Laia Scarf holds a strong position in terms of product quality, value, and branding. However, there are still shortcomings in product diversification, brand awareness, and market share due to limited funding.*

***Keywords: Business Development, Business Strategy, Branding, Market Analysis, Hijab***