

ABSTRACT

This study aims to analyze and develop financial projections in the form of income statements, cash flow statements, and balance sheets for Fusion Dept to support short-term strategic financial planning. Fusion Dept is a local fashion startup established in 2024, that operates through social media-based distribution. The research applies a descriptive quantitative approach using a single case study method. Data were obtained from internal financial reports covering three months—April, May, and June 2025—and were projected to evaluate the company's performance and financial condition.

The analysis results indicate that Fusion Dept experienced consistent growth in both sales and net profit throughout the observed period. The net profit increased from IDR 222,000 in April to IDR 1,695,000 in May and reached IDR 2,378,000 in June. The company's cash flow projections also show a healthy increase in ending cash balance each month, indicating sound liquidity. Moreover, the balance sheet shows that all assets are financed by equity, with no recorded liabilities, reflecting a solid financial structure.

Based on these findings, the recommended financial strategies include increasing production scale, diversifying distribution channels, and preparing medium-to-long-term financial projections. This research provides practical value for small fashion enterprises to understand the importance of financial projection in decision-making. Theoretically, it contributes to the strategic financial management literature in the context of creative industry startups.

Keywords: *Financial projection, income statement, cash flow, balance sheet, strategic planning, fashion startup.*