

## DESIGN A FASHION BUSINESS THAT FOCUSES ON BIG SIZE

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### Keywords

design, fashion business,  
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### Abstract

The establishment of this fashion business was motivated by the personal anxiety of the writer and people around him who were quite large in looking for Muslim clothing that kept up with the times but did not lose its Islamic values. The business development of this business will include marketing, operational, financial, and human resource management plans. The purpose of this study is to find out the design of the fashion business at large sizes. This research uses a descriptive method with a qualitative approach. This approach is used to understand deeply about the design and development of the fashion business and the problems faced. The marketing plan includes promotion using social media. The operational plan includes making product design ideas, selecting raw materials, and distributing to consumers. The financial plan that will be carried out is the management of funds. Some of the problems faced in the implementation of this business include business implementation that is not in accordance with the estimated time scheduled, the most suitable marketing strategy has not been found, and limited existing capital. The conclusion of the study is the marketing strategy that we assess will be quite effective in the industrial era 4.0 for the fashion business is the use of social media and online retailing apps

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### INTRODUCTION

Indonesia is a country where the majority of its population follows Islam. As reported by [Indonesia.go.id](http://Indonesia.go.id), the percentage of Muslims in Indonesia is 87.2%. Out of a total population of 270 million, approximately 207 million of them adhere to Islam. In the economic sector, the consumption of Indonesian society, especially in the Muslim fashion industry, is relatively high. Indonesia is one of the countries with the highest spending on Muslim fashion in the world. According to The Global Islamic Economy Indicator (GIEI) 2021, Indonesia ranks third in terms of spending on Muslim fashion globally (Yuli, 2017).

Muslim attire itself consists of a range of clothing styles that are in accordance with the rules and principles of Islam. Some common ethics of Muslim clothing include modesty, loose-fitting attire, and concealing the contours of the body. However, several factors such as style, price, quality, and the sizes of local fashion products, especially Sharia-compliant products, currently available in the Indonesian market are considered to

be less diverse and do not fully meet the clothing needs of Muslim women in Indonesia (Furtiman & Artina, 2023).

Given these challenges and the high potential for women's clothing product sales in Indonesia, the concept of this fashion business was initiated. The introduction of products from this business is expected to provide the right fashion solution for Indonesian women, especially those with larger body sizes. Additionally, by offering fashionable Sharia-compliant clothing, the establishment of this business is aimed at inspiring young Muslim women to transition to clothing that adheres to Islamic principles (Furtiman, 2022).

## RESEARCH METHOD

This research uses a descriptive method with a qualitative approach. This approach is used to understand deeply about the design and development of the fashion business and the problems faced. The subject of the study is a fashion business that focuses on the big size that will be pioneered. Data was obtained through literature studies related to the fashion business, the author's personal experience, interviews with fashion business experts, and analysis of the fashion market in Indonesia (Irfan, 2023). The data will be analyzed qualitatively by identifying the problems faced in the implementation of this fashion business and finding appropriate solutions.

## RESULT AND DISCUSSION

### BUSINESS PROFILE AND ITS DEVELOPMENT MODEL

#### Business Profile

This business will be engaged in the clothing industry, especially Muslim clothing located in Yogyakarta. The vision of this business is to present products that are in line with the times but still prioritize the function of Islamic underwear and accommodate large body sizes in sharia products and change the stigma of society that dressing according to Islamic sharia is old-fashioned (Lodi, 2020). The mission of this business is to continue to develop models so that they follow trends but have unique products, do not eliminate Islamic values in each product so that they remain syar'i, develop sizes that can be reached by people who tend to be "big size" who generally have difficulty in finding syar'i clothing (DaSilva & Trkman, 2014).

#### Business Model

##### A. Value Proposition

This business offers a *value proposition* in the form of providing simple and unique design clothing with sizes that can reach women with *big size body sizes*.

##### B. Customer Segments

*Customer segments* of the products produced in this business are Muslim women with a height above 165 cm, with an age range between 20-29 years. This is in line with the *fashion* characteristics of women with this age range who tend to dress with the flow of the times (Casadesus & Ricart, 2011).

##### C. Customer Relationship

In terms of *customer relationship*, this business offers 3 things, namely giving discounts or discounts, providing a forum for consumers to provide *feedback*, and providing information related to *fashion*.

##### D. Channel

This business will utilize social media as a *channel* in running this business.

##### E. Key Activities

The main activities carried out by this business start from determining the design, production of raw materials (fabrics) into ready-to-wear goods in the form of women's clothing, as well as sales to consumers.

##### F. Key Resource

Employee loyalty will greatly support the success of a company. This business will strive to optimize the development of existing human resources so that it will become a

useful asset in the future. In addition to employees, suppliers or suppliers are an important resource because considering the difficulty of finding suppliers who sell high-quality materials but at lower prices (Massa & Tucci, 2013).

#### G. Key Partners

Companies that do business *online* certainly need to establish relationships with expeditions. Expeditions play an important role in the distribution of manufactured goods sold *online*. In addition to expedition agents, competent convection is an important resource because later production results also depend on convection. With competent convection, the quality of stitches on clothes and hijabs produced will be more optimal (Van Horne & Wachowicz, 2015).

#### H. Cost Structure

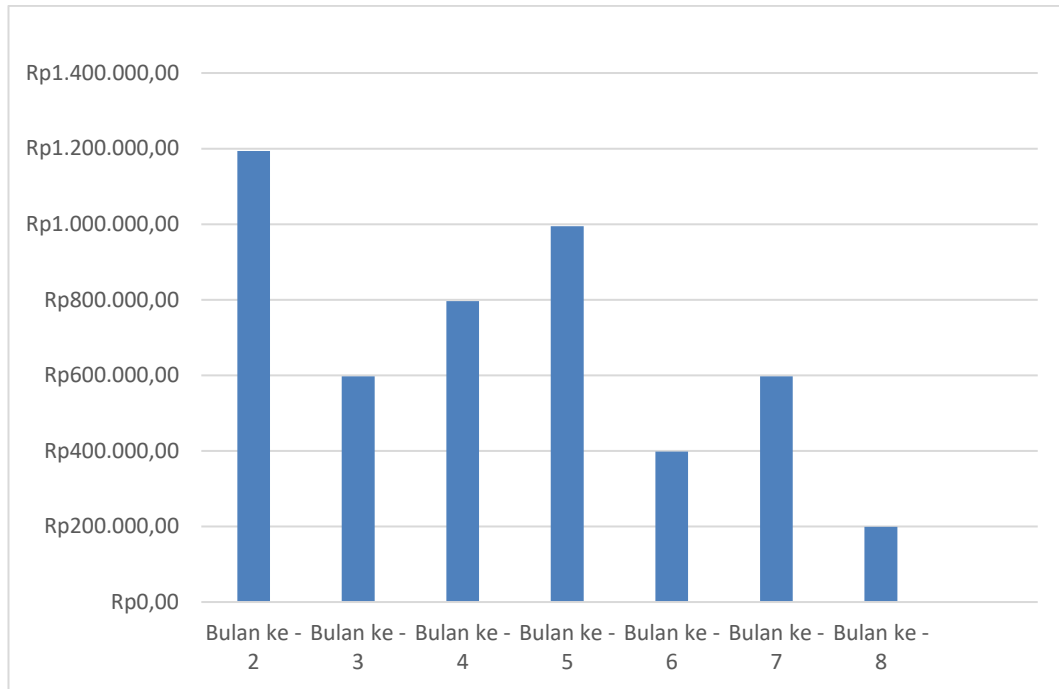
*The cost structure* of this business is *value driven*. *Value driven* means that the business focuses on the value of the products offered. In this case, the company brings value to the unique product design as well as the size of clothing that accommodates large sizes.

#### I. Revenue Streams

The main source of income from this business is obtained from the sale of its products.

### **BUSINESS CONDUCT**

Sales of this business product are carried out with *whatsapp online* media. Where marketing through *whatsapp* provides results that are not optimal, causing product sales to be not fully implemented. But not only that, promotion is also carried out by word of mouth (Haddad & Lotfaliei, 2019). Online promotion strategies *are* carried out prioritizing buyers who are from outside the region, so that they can be distributed through existing shipping services. Pricing policies are applied using penetration *pricing strategies*. Namely using relatively low prices when starting to enter the market (Llobet-Dalmases, Plana-Erta, & Uribe, 2023). The price of the product at the beginning of *launch* is lower than the price specified for the product. The price of products sold is oriented towards profit and *company image*, but also considers price stabilization. It is intended that the price of the products sold considers many aspects in order to remain profitable for the company also not to harm the market and consumers (Xiang, 2018).



**Figure 1 Graph of Revenue from Product Sales During Business Conduct**

During this business implementation process, some of the problems and solutions concluded are as follows:

**Table 1 Problem Identification and Solutions**

Problems	Solution
Have not found the right marketing strategy so that it affects the results of product sales.	In relation to increasing sales figures, several marketing strategies that can be done include increasing consumer confidence in the products sold, using buying and selling applications that make it easier for consumers, and other efforts that can be done are online advertisements such as Instagram advertisement.
There are limited capital, so that in one production can not directly produce a number of many products. This will affect the final selling price of the product because by producing in small quantities, the price set by fabric and convection manufacturers is different from the price of producing large quantities.	In an effort to overcome problems in terms of capital, the solution that can be done is to cross-check related to the capital structure used in this business. Then the next step is to consider whether it is necessary to obtain capital sourced from external companies or will seek the entire capital from internal companies.

In accordance with the identification of problems in table 1, the first problem is not finding a suitable marketing strategy. According to (Van Heerde, Dinner, & Neslin, 2019) in his journal, in a highly competitive market like today, merchants have switched to using mobile applications to increase customer value. The main motivation for switching to using mobile applications is the potential to increase customer engagement. Engagement is meant to be reviews from customers who have purchased the product. In addition, the use of buying and selling applications can also help merchants in product classification and consumer classification. *Online advertisement* such as *Instagram advertisement* is also considered quite efficient in digital marketing. This interactivity in social media involves

two-way communication that allows consumers to be selective about the information they get. Two-way communication also allows for reciprocal conversations between potential customers and sellers. The existence of this interactivity can affect consumer perception of the product (brand) (Ritter & Lettl, 2018).

The second problem is limited capital which causes less efficient production costs. Capital structure refers to the mix of sources of financing that can be held by a company. According to the existing theory, the capital structure significantly affects the value of the enterprise. There are several main models in the formulation of a company's capital structure, two of which are *the pecking order theory* and *the trade-off theory*. *The pecking order theory* is one of the capital structure theories that has been tested in various economies over the past decades (Kim, Chung, & Fiore, 2023). This theory states that companies make funding decisions hierarchically from internal to external funding. The funding sequence starts from funds sourced from retained earnings, then debt, then the issuance of new equity. Where this means that the source of funds used considers the source of funds at the cheapest cost. *Pecking order theory* assumes that companies tend to choose internal financing to fund their projects. *The trade-off theory* explains that companies are usually financed partly with debt and partly with equity. It states that there are advantages to financing with debt, namely the existence of tax savings that must be compared to the cost of possible financial hardship including debt insolvency. *Trade-off theory* states that the relationship between capital structure and company value needs to balance *agency cost of financial distress* and *the tax advantage of debt financing*

## CONCLUSION

In the realization of the implementation of this fashion business, some things that we can conclude related to the sustainability of a business are that the company is open to input from consumers and is not too drifting in the prevailing fashion trends so that it does not lose the identity of the brand itself. It does not clearly mean that this business should not follow trends, but it can mean that this business needs to be selective with existing fashion trends. Too following existing trends can make this business a fast fashion business where the products produced will tend to die of time and cannot be used for a long time.

The marketing strategy that we assess will be quite effective in the industrial era 4.0 for the fashion business is the use of social media and online retailing apps. The use of social media includes Instagram, Facebook, TikTok, and influencers to introduce products from this business to a wider audience. The use of online retailing apps includes the use of online buying and selling applications such as shopee, tokopedia, and tiktokshop to optimize sales, where the use of online buying and selling applications will make it easier for customers to transact online and be more transparent. The strategy will be optimized for launching products from this business in the next catalog, so that it can achieve sales targets as expected.

Based on the conclusions of the results of the implementation of this business design, suggestions can be submitted for the implementation of business design activities, then it is recommended to conduct further tests on the feasibility of the fashion business with similar markets. It is also recommended for the next business design executor to take a step forward than what the author is currently doing to optimize the results to be achieved.

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