

# "Kaoori" Fragrance Business Plan Using the Timmons Model.

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- **Abstract:** Entrepreneurship is the process of identifying, developing, and bringing a vision into life in the form of innovative ideas, opportunities, suggestions for better things to do; the result of the process is creating new businesses that are formed under conditions of risk or uncertainty. With competition increasing in every way, it is hoped that there will be a mutually beneficial relationship between producers and consumers. The existence of intense competition is a trigger to reach consumers, how the producers can be more creative and innovative in offering something of more value than other competitors. The name of this business is "KAOORI" which is taken from Japanese which means fragrance. A unique name like this gives its value to this business and charms the community and consumers. Not many people know Japanese, and it will make the people curious. Based on this statement, this business is a potential segment by targeting people aged 19-30 years who used cars. In addition, the target is active social media users and disseminates it through media in the form of paid promotion. This research aims to find out how to plan the "KAOORI" business and how to set the strategy to be successful. The research method used is descriptive qualitative to describe clearly, systematically, and accurately the "KAOORI" business plan by comparing the Timmons criteria. The data collection techniques use primary and secondary data. The results show that the clothing business planning is a viable business to run.
- **Keywords:** Timmons