

Implementasi Augmented Reality dan Pengembangan Produk dalam Industri Perhiasan Fashion di Australia = Implementation of Augmented Reality and Product Expansion in the Australian Fashion Jewellery Retail Industry

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Abstrak

Pandemi Covid-19 telah mempengaruhi industri fesyen Australia dengan penurunan penjualan dan mempercepat pergeseran perilaku belanja ke pengecer online. Hal ini mendorong perusahaan di industri ritel fesyen untuk berinovasi dalam hal teknologi dan penawaran produk untuk mendapatkan keunggulan diferensiasi di era ritel pasca-Covid. Lovisa adalah merek perhiasan fesyen terbesar di Australia, spesialis dalam ritel perhiasan dan aksesoris fesyen wanita. Lovisa Holdings Limited memiliki operasi ritel yang diperluas di Asia-Pasifik, Eropa, dan Afrika Selatan. Dipasarkan untuk menyediakan perhiasan yang terjangkau dan sedang tren dengan pengalaman pelanggan yang sangat diakui. Proses bisnis dapat ditingkatkan dengan pengenalan Augmented Reality dan perluasan produk ke pasar perhiasan pria yang belum dimanfaatkan. Dinilai dengan memanfaatkan Pohon Masalah, Analisis SWOT, Segmentasi dan Positioning, Evaluasi, dan Rencana Bisnis.

.....The Covid-19 pandemic has affected the Australian fashion industry with decreasing sales and has accelerated the shift in shopping behaviour towards online retailers. This encourages brands to innovate in terms of retail technology and product offerings to gain a differentiation advantage in the era of post-Covid retail. Lovisa is the largest fashion jewellery brand in Australia, specialising in the retail of women's fast-fashion jewellery and accessories. Lovisa Holdings Limited has an extended retail operation across Asia-Pacific, Europe, and South Africa. Marketed to provide affordable, on-trend jewellery with a highly acclaimed customer experience. Business processes can be improved with the introduction of Augmented Reality and product expansion into the untapped men's jewellery market. Assessed by utilising the Issue Tree, SWOT Analysis, Segmentation and Positioning, Evaluation, and Business Plan.