

DAFTAR PUSTAKA

- Agustim, W. (2018). Segmentation, Targeting And Positioning Analysis By Broadcasting Program Radio Mitra 97,0 Fm Batu City Warter Agustim Universitas Tribhuwana Tungadewi. *Jurnal Universitas Tribhuwana Tungadewi*, 1(3), 1–11. <https://jurnal.unitri.ac.id/index.php/refrensi/article/view/330/340>
- Ariersta, R. (2021). *Analisis Implementasi Sistem Belanja Online Berbasis Aplikasi E-Commerce terhadap Perilaku Konsumtif Mahasiswa STKIP PGRI Pacitan* [STKIP PGRI PACITAN]. <https://repository.stkippacitan.ac.id/id/eprint/661/>
- Belli, J., & Waters, S. (2014). *A Guide for First-time Researchers*. <http://doccdn.simplesite.com/d/71/8b/283163834907790193/37ec5615-5fd7-4f78-a86c-abb2aa6a034b/Doing%2BYour%2BResearch%2BProject%2BA%2BGuide%2Bfor%2BFirst-time%2BResearchers%2B6th%2BEdition%2B2014.pdf>
- Denscombe, M. (2017). *the good research guide: For small-scale social research projects*. McGraw Hill Education. <https://www.researchgate.net/file.PostFileLoader.html?id=582a0dbf217e20276533f5a5&assetKey=AS:428404664213506@1479151039119>
- Gani, Taufiq A., Hikmah, Nisa Ul., dan Wardah, Mutia Watul. (2021). Protokol dan Risiko Layanan Perpustakaan di masa Pandemi. SYIAH Kuala University Press.
- Gilliland, N. (2019). *Four factors fuelling the growth of fast fashion retailers*. Econsultancy. <https://econsultancy.com/four-factors-fuelling-the-growth-of-fast-fashion-retailers/>
- Gunawan, I. (2015). *Metode Penelitian Kualitatif*. Universitas Negeri Malang http://fip.um.ac.id/wp-content/uploads/2015/12/3_Metpen-Kualitatif.pdf

- Hindasah, L. (2022). *Perencanaan Bisnis. Perencanaan Bisnis*.
<https://doi.org/10.52931/t4b17/2022>
<https://docplayer.info/31101536-Perencanaan-bisnis-untuk-program-strata-1-oleh-munjiati-munawaroh-hasnah-rimiyati-lela-hindasah.html>
- Husnan, S. (2014). *Studi Kelayakan Proyek Bisnis*. Yogyakarta: UPP STIM YKPN.
- Jakfar. (2016). *Studi Kelayakan Bisnis* (Edisi Revisi). Jakarta: Kencana Prenada Media Group.
- Ketupatkartini. (2016). *Tren Fashion yang Sedang Digemari: Patch!* Femaledaily.Com. <https://editorial.femaledaily.com/2016/03/03/tren-fashion-yang-sedang-digemari-patch>
- Lusinta, A. D. A., Titin, T., & Azizah, L. N. (2019). Analisis Segmenting, Targeting Dan Positioning Untuk Merumuskan Strategi Pemasaran Global Pada Ukm Kacang Mede “Bawang Mas” Surabaya. *Jurnal Manajemen*, 4(2), 907.
<https://doi.org/10.30736/jpim.v4i2.249>
- Marshall, B., Cardon, P., Poddar, A., & Fontenot, R. (2013). Does sample size matter in qualitative research?: A review of qualitative interviews in is research. *Journal of Computer Information Systems*, 54(1), 11–22.
<https://doi.org/10.1080/08874417.2013.11645667>
- Pembelajaran, P., & Di, E. (2013). *BUSINESS PLAN SEBAGAI IMPLEMENTASI KEWIRAUSAHAAN PADA PEMBELAJARAN EKONOMI DI SMA Sri Endah Setiarini I. VIII(2), 146–155*.
<https://journal.unnes.ac.id/nju/index.php/DP/article/view/3370/3279>
- Purwaningsih, R. (2017). *Perencanaan Bisnis Toko Pakaian Online “Onset.” 1969, 9–26*. <http://repository.unika.ac.id/14809/>
- Rehatalanit, Y. L. . (2021). Peran E-Commerce Dalam Pengembangan Bisnis. *Jurnal Teknologi Industri*, 5(0), 62–69. Retrieved from

<https://journal.universitassuryadarma.ac.id/index.php/jti/article/view/764>

- Shareen, S., & Andayani, N. R. (2018). Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Keputusan Pembelian Pada Produk Kara Santan Pt Enseval Putera Megatrading, Tbk. *Journal of Applied Business Administration*, 2(1), 46–59. <https://doi.org/10.30871/jaba.v2i1.762>
- Sim, J., Saunders, B., Waterfield, J., & Kingstone, T. (2018). Can sample size in qualitative research be determined a priori? *International Journal of Social Research Methodology*, 21(5), 619–634. <https://doi.org/10.1080/13645579.2018.1454643>
- Sugiyono. (2017). *Metode Penelitian Bisnis*. Bandung: Alfabeta, CV.
- Supriyanto, -. (2012). Business Plan Sebagai Langkah Awal Memulai Usaha. *Jurnal Ekonomi Dan Pendidikan*, 6(1), 73–83. <https://doi.org/10.21831/jep.v6i1.590>
- Umar, H. (2009). *Studi Kelayakan Bisnis Edisi Ketiga*. Jakarta: Gramedia Pustaka Utama.
- Widjaya, P. G. (2017). Analisis Segmenting, Targeting, Positioning dan Marketing Mix pada PT Murni Jaya. *Agora*, 5(1), 12. <http://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/5307/4889>
- Widyastuti, I., Mita, D., Studi, P., Akuntansi, K., & Lp3i Bandung, P. (2018). Akuntansi Perhitungan Harga Pokok Penjualan Dengan Metode Pesanan Untuk Menentukan Harga Jual. *Jurnal Moneter*, 5(1), 74–85. <https://ejournal.bsi.ac.id/ejurnal/index.php/moneter/article/view/3232>
- Zora, L. El. (2017). *Perencanaan Bisnis Usaha Online Kartupos 'Creart'* [UNIVERSITAS KATOLIK SOEGIJAPRANATA]. <http://repository.unika.ac.id/14808/>.