

## **ABSTRACT**

*Outwave Apparel is a store engaged in clothing that was established in 2019 located on Jl. Orchid No.147, Sumedang, North Sumedang, West Java, Indonesia. With the rapid development of clothing stores in Sumedang Regency, Outwave Apparel has become one of the most competitive clothing stores, especially among young people. Surely with such intense competition there are problems experienced by Outwave Apparel owners. After conducting an interview with the owner, it turned out that all the tasks carried out by the owner began to manage orders, procurement of goods, to financial problems. So that organizational structure is needed in Outwave Apparel. To create a business process, the American Productivity & Quality Center (APQC) approach is used. With the aim of creating a more effective organizational structure and improving the services provided at Outwave Apparel to consumers. The business process proposal design is carried out by conducting a gap analysis, which is comparing the business processes based on the PCF APQC with the ongoing business processes in Outwave Apparel. The result of the gap analysis is the business process proposal, from the proposal business process it is known the activities needed to identify organizational processes and functions by Outwave Apparel. The name of the offering business process is divided into several functions, namely, function 1 (marketing), function 2 (services), function 3 (finance) and function 4 (performance). Some of these functions are used for the division of the main function to the unit that will run it. Then perform functions with the RACI Matrix to find out who should be responsible for carrying out the functions that have been created. The results of the RACI matrix above, can determine who will become members of the proposed organizational structure.*

**Keywords:** *Organizational Structure, APQC, RACI Matriks, Gap Analysis*