

## **Abstract**

Learn MAPWay Independent Study Program is an online program intended for students, designed to identify, learn and build knowledge related to retail business functions that focus on operational, visual merchandising, and merchandising based on national competencies. The Insightful Project is the final project of the Learn MAPWay Independent Study activity by making a retail business idea plan according to the field of interest. PAKALOLO Shoes is a retail business in the fashion sector that the author created as an output while participating in activities that use the B2C model with the concept of a modern place atmosphere but also followed by a semi-traditional Makassar touch so that it does not leave the preservation of Sulawesi Culture which sells various kinds of leather shoes with a comfortable texture. which makes it comfortable for us to wear during activities that come from Sulawesi. Not only that, PAKALOLO Shoes recruits competent salespeople who can make customers feel comfortable who come from Sulawesi.

**Keywords:** Learn MapWay, Insightful Project, PAKALOLO Shoes, B2C, semi-traditional Sulawesi.