

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Worldwide, particularly Indonesia is nowadays dealing with the COVID-19 pandemic situation, which forces everyone to stay at home and move around. Work, school, buying and selling activities, internet shopping, and other activities are among them (Aprilia, 2021). For many people, especially the millennial age, staying at home is monotonous. Even so, everyone may still buy online to fulfill their need. Shopping or transacting business online is nothing unusual, but during the pandemic, it has become the main alternative for many people.

The pandemic of COVID-19 has had a significant impact on the economy of the country. This is due to fact that the business is unable to operate normally. Moreover, the presence of an internet business gives many people hope of making money, even if it is only from home (Aprilia, 2021). Not just that, while online business allows sellers to develop their brand, and it has been recognized to have large market potential, as well as making it easier for customers to complete transactions or place orders for items or services.

Growth in the number of buyers and sellers shows that according to Bank Indonesia, the number of consumers is expected to rise about 51% by August 2020 and statistics from PT. Exabytes Network Indonesia, the number of individuals doing business online increased by 38.3 % compared to February 2019, and the number increased by up to 120 % to February 2019 (Aprilia, 2021).

COVID-19 pandemic has created it more attractive for everyone to spend more time online shopping as a means of preventing the virus. Not just shopping, but many others are recognizing the benefits of internet business at this period of transition. This is confirmed by Bank Indonesia statistics, which shows that during the COVID-19, there was a 26 % increase in online business transactions (Aprilia, 2021). The turnover of Indonesia's four major e-commerce businesses is expected to reach 429 trillion rupiahs in 2020 while in 2019 was 201 trillion

rupiahs. This data also shows that, although the COVID-19 pandemic, this circumstance produces revenues for online businesses, even increasing e-commerce earnings, and can be a main factor for the Indonesian economy during the COVID-19 pandemic (Aprilia, 2021).

The pandemic has created changes in the demands and priorities of the items people want to consume, in addition, to increasing consumer and seller interest in doing business online. Consumers will continue to be concerned about their health, both inside and outside the home, as a form of self-defense. Brands that are known for their quality and reliability will become increasingly popular. Consumers will find out items that help them be productive at home while also maintaining their mental wellness. This trend will continue as customers become more used to using online and digital platforms for a variety of purposes.

Most Indonesians want to spend their money on presents for the holidays and celebrations as the year comes to an end. According to a survey of over 6,000 respondents in 12 countries done by Groupon, the e-commerce network, 40% want to present a unique or unusual gift to their loved ones. In Indonesia, up to 53% of respondents admitted that if they had extra money, they would spend it on holiday presents or something to treat themselves (Anna, 2013). "The results of this survey show that Indonesia is leading the region with their habit of giving gifts and shopping online, especially through smartphones and tablets," said Indrasto Budisantoso, CEO of Groupon Indonesia in a press release received by KompasFemale (Anna, 2013).

In some countries around the world, including Indonesia, the practice of giving Hampers or packages is well established. People frequently send Hampers to celebrate special events, such as birthdays and feast days. People send identical gifts or Hampers to close relatives as gifts for Eid al-Fitr every year. "However, unlike past years, hamper requests are now made online and given directly to the receiver", said Yuswohady as Managing Partner, Inventure (Andriani, 2020). Several brands compete to provide online hamper services, including food and beverage items to religious equipment, body

care, and eating utensils, etc. Many plans for traveling home and seeing relatives in their hometowns have been postponed as a result of the prohibition on going home for Lebaran 2021. There are still have other ways to build friendship and relationships, one of which is through providing Eid presents.

1.2. Company Description



Figure 1.1 Company Logo

Hanapier Box is a Hampers that be divided separately according to Hamper's type such as 90's Snack Hampers, Scented Candle Hampers, and Body & Hair Care Hampers. The brand name comes from the Hampers that the French called "Hanapier". The logo itself is to represents the company name, and the tagline is to persuade a customer to buy the product.

The tradition of delivering Hampers during Ramadan, which this year matches with the pandemic of the Covid-19 virus, has become a trend. According to Google Trends, the topic "Hampers" increased between Ramadan's third and fourth weeks (Andriani, 2020). The majority of people who give Hampers aim to express appreciation, affection, and shows of attention, and the design of the Hampers might be varied. People offer Hampers since they are unable to visit each other because of the pandemic. As a result, the owner decided to create unique and affordable Hampers for those who enjoy giving presents to family, friends, coworkers, and others.

Giving gifts to loved ones has psychological benefits for both the receiver and the giver. This is connected to actions of *Altruisme*, which lead a person to have an emotional boost while giving presents to others, according to South University (Nancy, 2021). Nowadays, the types of gifts are easiest to find in Hampers or Parcels. Purchased or made-at-home Hampers and deliveries are available. The contents or gifts can also be changed to needs.

1. Vision:

Be able to satisfy customers by providing the best quality of products at affordable prices.

2. Mission

- Make unique and attractive Hampers for customer
- Provide the best service to customers
- Provide safe and reliable shipping services to meet customer needs and satisfaction.

3. Business Legalities

The Hanapier Box company is a home industry that is a business founded by one person and several employees who are entrusted to run the company and act as leaders.

4. Address of the Business

HANAPIER BOX

Poris Paradise 3 BA 12 NO 28

Cipondoh, Tangerang

Email: hanapier.box@gmail.com

Website: www.hanapierbox.com

Instagram: [@hanapierbox](https://www.instagram.com/hanapierbox)

Hanapier Box is a home industry that would be formed in the owner's house, and the new product will be sold in shopping online and use some of the social media as a marketing and sales platform. The strategic location is also important for the business's growth. In Tangerang, the Hanapier Box has a strategic location and close access to several schools, shops, housing, terminals, stations, transportation, hotels, and toll access. Besides that, there are many students, college students, housewives, workers, and others, this business's product will be easier to reach the target market. Owners will reach more customers and create more satisfied and loyal customers by using social media because can actively communicate with the customers.

1.3. Product and Services

The word "Hampers" has been searched for on Google since May 20, or around the time of Eid al-Fitr 2020. The number of customer inquiries increases by 30 percent to 50 percent on specific celebrations such as Eid al-Fitr and Christmas. Consumers are already actively shopping around a month before the holiday becomes the busy season for receiving orders, according to corporate statistics. Packaging crafts, one of which is Hamper boxes, are becoming a profitable business option as the number of businesses in Indonesia rises. Observing the growth of the hamper industry, which is becoming increasingly advanced with an increasing number of customers, and starting this business is not require a big amount of cash.

Hampers perform several functions, including expressing regret, friendship, happiness, and improving social empathy. Today's hampers aren't like those of the past, which contained just dry food, ceramic mugs. Hampers now contain a lot of items, including flowers, jewelry, scented candles, packaged foods, and a variety of many other pleasures. These hampers' packaging has also begun to change, with attractive shapes that are typically flexible or reuse. The hamper industry has also grown in popularity, particularly during the COVID-19 pandemic.

Hanapier Box is a Hampers that have various types such as Scented Candle Hampers, Body & Hair Care Hampers, and Snack Hampers with a unique

decoration like a greeting card, sticker, dried flower, ribbon, and paper cut Hampers. The product is unique because the scented candle is homemade and has its recipe. Homemade scented candles provide a pleasant aroma based on the survey.

Jika Anda memilih lilin aroma sebagai salah satu barang, wangi apa yang Anda pilih?

113 jawaban

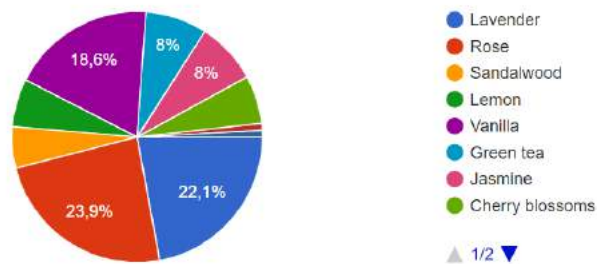


Figure 1.2 Aroma of Scented Candle

The scented candle also has many uses such as relaxing the body and mind, moisturizing the skin, and scenting the room which can make the mood much better. The ingredients for the candle are from Palm Wax. Palm wax is a popular wax that is used as the main ingredient in the production of candle wax. Palm wax is water-soluble and biodegradable. The melting temperature of wax generated from this palm oil is stronger than paraffin and soy wax. Its melting point is 140 degrees F, and it produces stronger light. Palm wax has a higher potential for absorbing scent and gently releasing it. Because it is long-lasting and can absorb odors. This palm wax is mostly made out of palm oil, therefore it has no chemical components. The candle's natural ingredients will produce an environment that is both environmentally friendly and non-polluting. Palm wax may be used as a culinary component, cooking oil, a cosmetics and soaps mixture, and a biodiesel mixture, in addition to being a wax mixture.

Body & Hair care Hampers are also very much needed since the Covid-19 pandemic, even though at home many people still pay attention to the cleanliness and health of facial skin and other body parts. Hampers may be stuffed with your favorite hair care, skincare, and body & hair care products that are suited for all

ages and skin. The owner can utilize and purchase items from well-known brands with neutral applications. Body scrubs, perfume, face masks, body lotions, and shampoos are just a few examples. Body & hair care Hampers will certainly be highly valuable, and people who get them will be able to use them daily. A mix of current skincare brands can also be used to minimize the price. Snack Hampers also have various types, such as 90s snacks. Old snacks have now been forgotten because of the existence of modern snacks, but the taste of nostalgia with 90s snacks will never lose their taste. The 90s snacks such as chuba, zeky snack jadul, permen susu panda putih, and jari-jari jagung bakar.



Figure 1.3 Package Type

The packaging for the Hampers is very safe because use thick double bubble wrap. Hanapier Box is a home industry by opening an online store through social media platforms such as Shopee and Instagram. By using an online delivery application, it can make it easier for owners to reach customers who live in the Tangerang area and its surroundings. Hanapier Box will also open pre-orders for orders in large quantities.