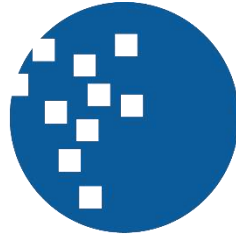


**HANAPIER BOX**



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**FINAL PROJECT REPORT**

**Viona Marcella Putri**

**00000033744**

**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2022**

**HANAPIER BOX**



**FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**Viona Marcella Putri**

**00000033744**

**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

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**2022**

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by

Name : Viona Marcella Putri

Student ID : 00000033744

Program : Hotel Operations Program

Faculty : Business

Was approved to be proposed for

Final Project Second Seminar

Universitas Multimedia Nusantara

Tangerang, 6 December 2021

Advisor,



Ojke Prawira.S.ST.M.Si.Par

NIDN.0428108007

Head of Hotel Operations Program



Ojke Prawira.S.ST.M.Si.Par

NIDN.0428108007

## VALIDATION FORM

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by

Name : Viona Marcella Putri  
Student ID : 00000033744  
Program : Hotel Operations Program  
Faculty : Business

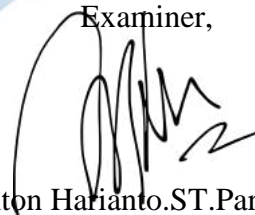
Has been presented on Monday, 10 January 2022  
at 08.00 to 09.00 and was announced  
**PASS**  
with the examiners as follow:

Head Examiner,



Dr. Ringkar Situmorang.B.Sc.MBA  
NIDN.0328107302

Examiner,



Anton Harianto.ST.Par.M.M  
NIDN.0304097304

Advisor,



Ooke Prewira.S.ST.M.Si.Par  
NIDN.0428108007

Head of Hotel Operations Program



Ooke Prewira.S.ST.M.Si.Par  
NIDN.0428108007

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## PREFACE

Praise and gratitude for the completion of this Final Project Report with the title: **“Hanapier Box”**. This report is submitted to partially fulfill the curriculum requirement to complete the program in Hotel Operations, Faculty of Business, Universitas Multimedia Nusantara. I realize that without assistance and support from various parties, it would be very difficult for me to complete this final project. Therefore, I would like to thank:

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Hopefully, this report will be useful, both as the source of information and a source of inspiration, for the readers.

Tangerang, 10 January 2022

(Viona Marcella Putri)



# HANAPIER BOX

Viona Marcella Putri

## ABSTRAK

Kerajinan kemasan salah satunya Hamper box menjadi pilihan bisnis yang menguntungkan seiring dengan meningkatnya jumlah bisnis di Indonesia. Melihat dari pertumbuhan industri bisnis online, salah satu nya adalah Hampers yang semakin maju dengan jumlah pelanggan yang semakin meningkat, dan memulai bisnis ini tidak membutuhkan dana yang besar. Selain produk utama, Hanapier Box juga akan berisi kartu ucapan, stiker, bunga kering, pita, dan potongan kertas Hampers. Produk ini akan didistribusikan melalui toko online kemudian akan dikirim langsung menggunakan pengiriman paket seperti JNE, Si Cepat Halu, dan J&T Express. Dengan mengutamakan keamanan produk, pelanggan akan merasa nyaman berbelanja kembali. Hanapier Box juga akan menggunakan sistem pre-order bagi pelanggan yang mempunyai permintaan khusus seperti pemesanan dalam jumlah banyak. Karena Covid-19, Hanapier Box akan mengikuti aturan protokol kesehatan yang wajib di taati oleh semua orang, maka Hanapier Box menyediakan masker serta hand sanitizer untuk staf yang bekerja pada jam kerja yang sudah di tentukan. Proses produksi Hanapier Box adalah harus memesan bahan dan perlengkapan packaging dan lainnya untuk Hampers. Kemudian, ketika pelanggan memesan produk melalui situs online atau toko offline, pemilik toko dan staf akan memeriksa metode pembayaran yang digunakan oleh pelanggan dan jika valid, pemilik dan staf akan menyiapkan daftar pesanan berdasarkan jenis paket. Penulis akan menggunakan perhitungan kebutuhan modal dan rencana keuangan lainnya untuk memasok produksi barang yang bertujuan untuk menciptakan nilai bagi perusahaan.

**Kata kunci:** Hampers, Business Online, Covid-19

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# HANAPIER BOX

Viona Marcella Putri

## ABSTRACT (English)

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. In addition to the main product, the Hanapier Box will also contain greeting cards, stickers, dried flowers, ribbons, and paper cut Hampers. This product will be distributed through online stores then will be sent directly using package delivery such as JNE, Si Cepat Halu, and J&T Express. By prioritizing product safety, customers will feel comfortable shopping again. Hanapier Box will also use a pre-order system for customers who want special requests and orders in large quantities. Because of the Covid-19, Hanapier Box will follow the rules for health protocol and provide masks and hand sanitizer for staff. The production process of Hanapier Box is must order the ingredients and packing supplies for the Hampers. Then, when a customer orders the product through an online website or offline store, the owner and staff will check the payment method and if it is valid, the owner and staff will prepare the box based on the package type. The writer will use capital needs calculation and other financial plans to supply the production of goods in which have a purpose to create value for the company.

**Keywords:** Hampers, Business Online, Covid-19

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## EXECUTIVE SUMMARY

Shopping or transacting business online is nothing unusual, but during the pandemic, it has become the main alternative for many people. 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. 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. 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. 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. Hanapier Box is Hampers that consist of snacks, homemade scented candles, and body & hair care products. The logo itself is to represents the company name, and the tagline is to persuade a customer to buy the product. The product will be divided separately according to Hamper's type. As a result, the writer decided to create unique and affordable Hampers for those who enjoy giving presents to family, friends, coworkers, and others.

The target market includes segmenting a market and then focusing marketing efforts on one or a few segments made up of consumers whose wants and interests are the most closely identified with the writer's product or service offerings. To understand the business's market segment, the writer spread the survey to random people on social media. So, the writer's target market is aged around 20- 25 that live in Tangerang. the writer found 5 competitors that have to sell Hampers through online shops. Compare with competitors the Hanapier Box can offer an affordable price for the customer and also can provide better quality goods per package. Hanapier Box can develop attractive products and packaging for the customer, also promote through social media, and give shopping cards. In addition to the main product, the Hanapier Box will also contain greeting cards, stickers, dried flowers, ribbons, and paper cut Hampers.

Hanapier Box has 5 staff such as owner, production & packaging, administration, marketing & finance, and purchasing. The owner is responsible for all the continuity of the company's activities and another staff has different duties such as preparing the customer product, doing packaging and sending the product to a courier, promoting the products, preparing product sales plans, controlling the company's financial activities and transactions, and making payments to suppliers. The writer will use capital needs calculation and other financial plans to supply the production of goods in which have a purpose to create value for the company.

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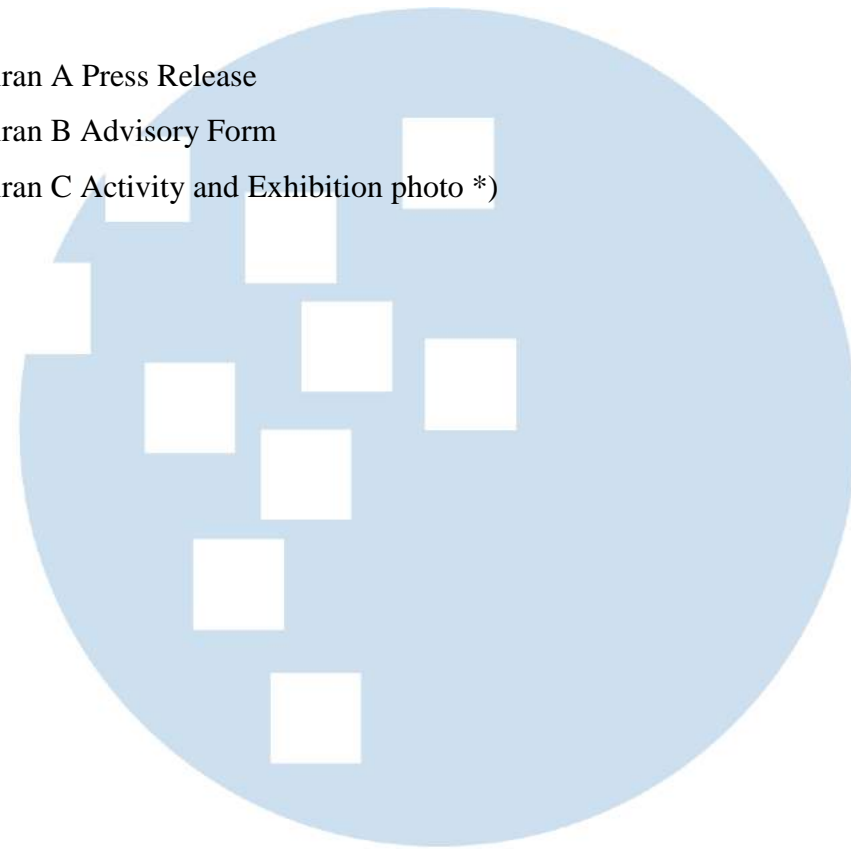
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