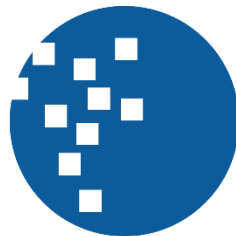


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New Venture Project (NVP) Proposal

Marlene Lily

00000098298

**STUDY PROGRAM MAGISTER TECHNOLOGY
MANAGEMENT
FACULTY OF BUSINESS SCHOOL
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024**

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New Venture Project (NVP) Final Assignment Report
Submitted in fulfillment of the requirements
for the degree of Master of Management (MM)
in the Study Program of Master of Technology Management, UMN

Marlene Lily
00000098298

STUDY PROGRAM MAGISTER MANAJEMEN TEKNOLOGI

**FACULTY OF BUSINESS SCHOOL
UNIVERSITAS MULTIMEDIA NUSANTARA**

TANGERANG

2024

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By

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Student Number : 00000098298
Study Program : Master of Technology Management
Faculty : Business

Has been approved for submission to

Thesis Defense New Venture Project Universitas Multimedia Nusantara

Tangerang, 10 May 2024

Advisor



Dr. Ir. Y. Budi Susanto, M.M.

NIDN: 0301056103

Advisor



Ringkar Situmorang., B.Sc., MBA.,

Ph.D., CHE

NIDN: 0328107302

Head of Study Program
Master in Technology Management



Dr. Prio Utomo, S.T, MPC

NIDN: 0321057504

ENDORSEMENT PAGE

Thesis with the title

TOKOCREW.COM: JOB PORTAL PLATFORM FOR F&B INDUSTRY

By

Name : Marlene Lily
NIM : 00000098298
Study Program : Master of Technology Management
Faculty : Business

Tested on June 7th, 2024
09.00 to 11.00 and stated

GRADUATED

with the order of examiners as follows:

Head of the Thesis Defense



Dr. So Yohanes Jimmy, S.T., M.M.,
NIDN: 0317067305

Principal Advisor



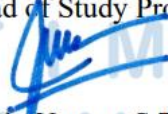
Dr. Ir. Y. Budi Susanto, M.M.
NIDN: 0301056103

Co-Advisor



Ringkar Situmorang., B.Sc., MBA., Ph.D., CHE
NIDN: 0328107302

Head of Study Program



Dr. Prio Utomo, S.T., MPC
NIDN: 0321057504

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FOREWORD

I sincerely thank everyone who supported me throughout this thesis. This project explores the development and implementation of a New Venture Project, offering insights into entrepreneurial strategies and business planning. My goal is to fulfill my degree requirements and contribute valuable knowledge to the academic community. I hope this project will benefit and inspire further advancements in entrepreneurship.

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Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, May 10, 2024



Marlene Lily

TOKOCREW.COM: JOB PORTAL PLATFORM FOR F&B INDUSTRY

Marlene Lily

ABSTRAK (Indonesia)

PT. XYZ, sebuah perusahaan F&B yang didirikan pada akhir tahun 2019 di Tangerang Selatan, menghadapi tantangan signifikan seiring dengan ekspansinya. Masalah utama adalah tingginya tingkat pergantian karyawan di toko, yang menghambat kelancaran operasional. Menyadari tantangan ini sebagai peluang untuk inovasi, PT. XYZ melakukan analisis komprehensif terhadap dinamika industri, menggunakan alat seperti PESTLE, Porter's Five Forces, SWOT, dan matriks TOWS. Setelah penelitian ini, dilakukan studi tentang industri F&B yang berkembang dan tren peningkatan digitalisasi dan penggunaan internet, munculnya kesenjangan bisnis, yaitu kesulitan untuk mengidentifikasi calon karyawan toko dalam waktu singkat. Hal ini mengarah pada kesenjangan penelitian mengenai belum adanya platform khusus yang menyediakan pekerja di industri F&B.

Penelitian ini melakukan wawancara dan kuesioner dengan sepuluh pemilik bisnis F&B dan 132 peserta karyawan toko untuk menilai minat mereka dalam merekrut karyawan toko secara online melalui platform kami dan kesediaan mereka untuk menggunakannya untuk mencari pekerjaan dan membangun profil. Selama periode lima minggu, pengujian produk minimum viable (MVP) dilakukan, mengumpulkan tanggapan melalui survei dan Google Analytics. Hasil dari tiga uji hipotesis menunjukkan bahwa pemilik bisnis tertarik untuk bergabung pada platform, pencari kerja tertarik untuk bergabung pada platform dalam pencarian kerja dan membangun profilnya, dan pekerja bersedia untuk memperbarui data mereka di platform.

Seiring dengan pengembangan MVP awal, integrasi wawasan, saran, dan umpan balik yang berharga dari responden ke dalam proses pengembangan yang sedang berlangsung, dibutuhkan upaya pengembangan lebih lanjut untuk fungsionalitas yang optimal. Dengan terus memperhatikan masukan-masukan, kami bertujuan untuk memperbaiki MVP lebih lanjut, memastikan bahwa penggunaan platform selaras dengan kebutuhan dan preferensi audiens target kami.

Kata Kunci: *F&B, Platform, Business Owner, Store Crew, Pencarian Kerja Online*

TOKOCREW.COM: JOB PORTAL PLATFORM FOR F&B

INDUSTRY

Marlene Lily

ABSTRACT

PT. XYZ, an F&B company founded in late 2019 in South Tangerang, faces significant challenges as it expands, particularly due to high turnover rates among store crews, which disrupt operations. Seeing this challenge as an opportunity for innovation, PT. XYZ conducted a comprehensive industry analysis using tools like PESTLE, Porter's Five Forces, SWOT, and TOWS matrices. Following this examination, a study of the expanding F&B industry and increasing trends in digitalization and internet usage revealed a business gap: the difficulty in quickly identifying potential store crew. This highlighted a research gap in the lack of specialized platforms providing workers for the F&B industry.

This research involved interviews and questionnaires with ten F&B business owners and 132 store crew members to gauge their interest in using the platform for recruitment and job searches. Over five weeks, we tested a minimum viable product (MVP), gathering feedback through surveys and analytics. The results of the three hypothesis tests showed that business owners are willing to join the platform, store crews are interested in using it for job searches and profile building, and store crews are willing to update their data on the platform.

As the initial MVP developed, we integrated valuable insights, suggestions, and feedback from respondents into the ongoing development process. The further efforts are needed to achieve optimal functionality. This includes improving user experience, adding advanced search filters and real-time notifications, optimizing performance, ensuring compatibility across devices, conducting regular testing, and enhancing security.

Keywords: F&B, Platform, Business Owner, Store Crew, Online Job Search

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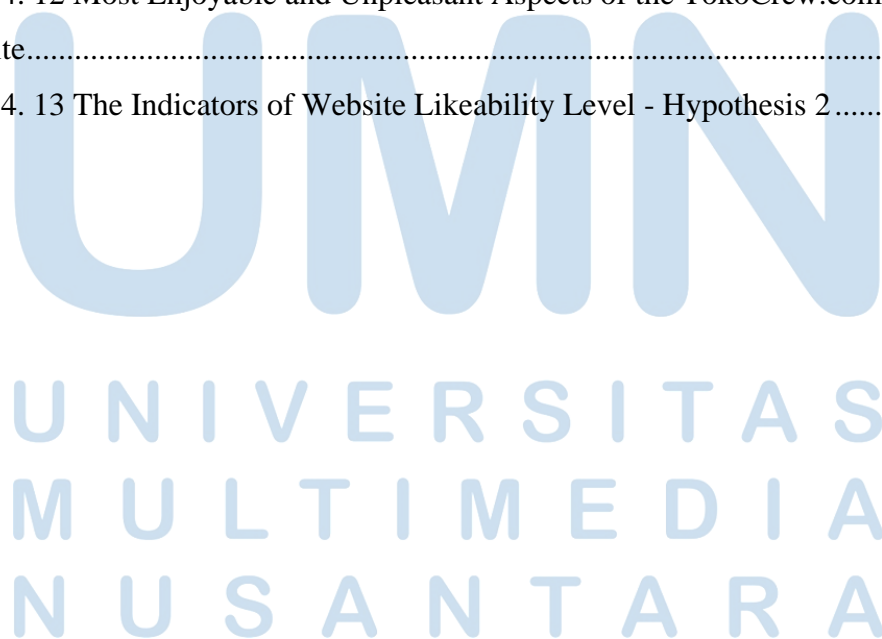
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