

CHAPTER V

CONCLUSION AND SUGGESTIONS

V.1 Conclusions

Based on the problem findings that Merci Hampers do not yet have the resources (in terms of human resources, logistics, funds, and equipment) to serve and fulfill B2C customer needs in the early months that it has operated, the conclusion is that:

1. Merci, with its limited resources, decided to choose to research on the Value Proposition Design on B2B customers or corporate clients. Drawing out a conclusion from interviews of four corporate clients from different sectors that the worst pain is that they need a fast and qualified service from hamper-providing companies.
2. Merci helped solve those pains with a Value Proposition that encompasses those needs by breaking them down into operational, human resources, marketing and financing plans that has been implemented in the last three months of operation. With the planning and implementation of these plans, many of the strategies were not achieved because of the lack of human resources.
3. This insight is useful from this report because that means Merci needs to concentrate on gaining human resources.

V.2 Suggestions

V.2.1 For the Company

From this research, some suggestions can be drawn out to build and improve the business even further. Firstly, for Merci Hampers, to continue upgrading its marketing and increase leads that will become consumers, there are still many things to be done. Operationally, Merci could also focus on searching and partnering with the cheapest and most good quality vendors of crafts around Indonesia as Indonesia produces lots of crafts.

Also, Merci needs to find the best vendor options for its main hampers materials like boxes and decorations.

When resources are enough in terms of human resources, funds, logistics, and equipment, Merci Hampers will re-evaluate customer needs and position itself in the B2C market. With those resources, Merci is able to personalize and customize for wedding and baby shower favors. It could also deliver hampers personally to each recipients' houses.

Another area that is interesting to explore is the B2B customer segment. For example, high-class hotels and apartments could be supplied with hampers to welcome guests. A more premium and personalized welcoming gift for hotel visitors and apartment tenants is a new concept and is normal in the west but seems to be new to Indonesia. It is worth researching about so that Merci can keep expanding to new blue-oceans and produce innovative concepts and products.

Merci could also explore into the digital marketing world using a B2B strategy. Using social media like LinkedIn and Facebook is one type of B2B strategy to try because businesses communicate with each other through these social medias. Search Engine Optimization could also be used on blog articles posted on the company's website. Email marketing is also another effective way to reach potential quality leads. Figure 4.1 shows what kind of B2B strategy is worth to be implemented or explored.

As seen, there are still many areas that Merci Hampers can explore to expand and improve the business. There is a huge opportunity for partnerships.

