



**THE IMPROVEMENT OF BUSINESS EFFICIENCY
THROUGH SKILL-BASED STAFFING:
A CASE STUDY OF FANDOM KITS**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis (S.A.B)**

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**FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG**

JUNE, 2025

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A CASE STUDY OF FANDOM KITS

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A Final Project presented to the

Faculty of Business President University

in partial fulfillment of the requirements for

Bachelor Degree in Business Administration

May 2025

ABSTRACT

This final project investigates how skill-based staffing can improve the operational efficiency of **FANDOM KITS**, a micro-business that specializes in handling pre-orders and personal orders for fandom-based merchandise such as K-pop, sneakers, makeup, and accessories. The business has experienced growth in revenue but struggles with operational bottlenecks caused by role overlap, multitasking, and a lack of staffing structure.

The study adopts a qualitative research approach, collecting primary data through structured interviews with internal stakeholders (co-owner and operational staff) and external stakeholders (customers with various backgrounds and fandom needs). Supporting data—including financial records, organizational structure, and customer feedback—were analyzed using thematic analysis and triangulated to ensure credibility. The internal and external analyses were further supported by business tools such as the **Business Model Canvas (BMC)**, **PESTEL analysis**, and **Porter's Five Forces**.

Findings indicate that FANDOM KITS operates inefficiently due to the absence of defined job roles, especially in key areas like customer service, logistics/order fulfillment, and marketing. Customers frequently reported delayed responses, tracking issues, and service inconsistencies. Meanwhile, internal staff reported fatigue from multitasking and a lack of role clarity.

To address these challenges, the project proposes a **skill-based staffing strategy**, introducing three critical new roles:

- (1) **Customer Service Staff**,
- (2) **Logistics and Order Fulfillment Staff**, and
- (3) **Marketing and Social Media Staff**.

Each role is defined with specific job descriptions, qualifications, and performance indicators. The new structure increases the team size from 3 to **7 members**, enabling more efficient workflow, faster customer response, and improved service quality.

The project concludes that skill-based staffing is a practical and scalable solution for micro-businesses like FANDOM KITS to enhance operational performance. Future recommendations include phased hiring, the use of digital tools, staff training, quarterly performance reviews, and conducting Focus Group Discussions (FGDs) to gather feedback and support continuous improvement.

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