



PROJECT PORTFOLIO

by Wenny Febrilia Hapsari

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Wenny Febrilia Hapsari

Dual-degree Master Student

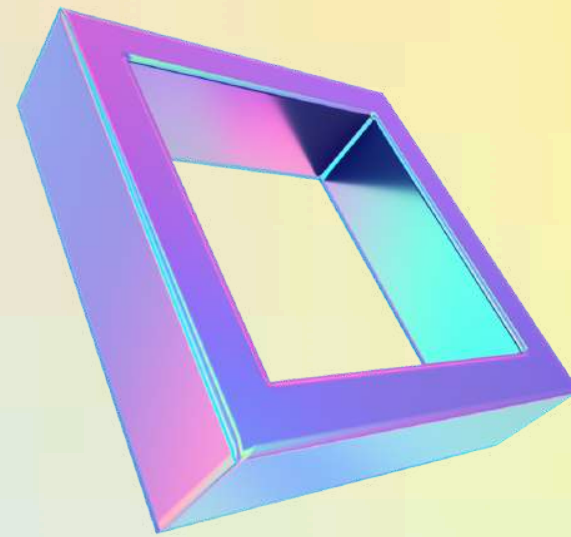
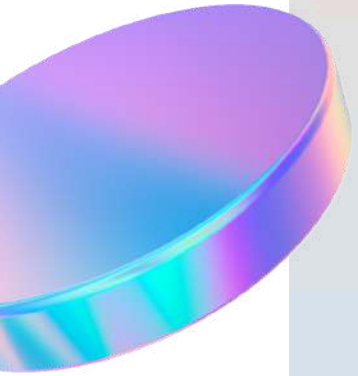
I am a motivated graduate with a strong academic background in Strategic Management (MBA) and Entrepreneurship & Innovation (MSc). Through various projects, I have gained valuable experience in developing and executing innovative solutions while working closely with diverse teams in challenging environments. My expertise spans strategic planning, market analysis, project management, and problem-solving, all with a focus on delivering impactful and sustainable outcomes. I am particularly interested in roles in project management and business development, where I can apply my analytical and innovative skills to drive business growth and success.

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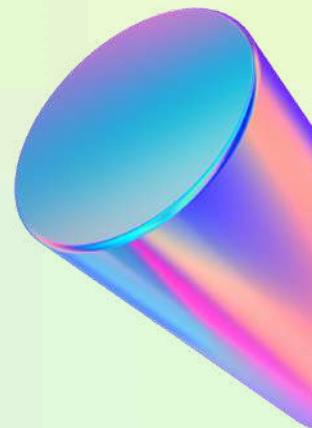
Skills and Abilities

- ★ Strategic Planning and Market Analysis
- ★ Project Management
- ★ Problem-Solving and Innovation
- ★ Communication and Collaboration
- ★ Financial Analysis and Business Development



Notable Projects

(Group Projects)





Open Innovation Challenge



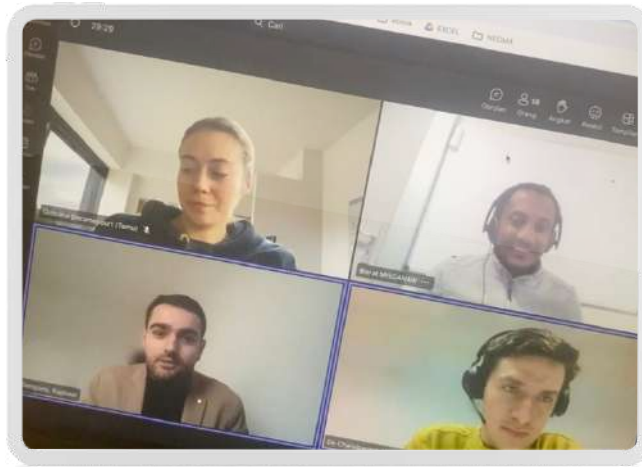
INNOSOLVE

Building value. Building future.

With a team of four, we participated in an open innovation challenge organized by NEOMA Business School and KPMG France.

Our team developed a strategic framework to build a resilient consortium of human resources and technologies for KPMG France's clients, startups, and the broader ecosystem. We proposed leveraging the success under "InnoSolve" to establish student sections in 100 universities within the first year, gradually expanding to create a network of young minds aligned with KPMG's vision and mission, to stand as an optimal resource to assist in the process of building futuristic innovations and solving problems effectively.



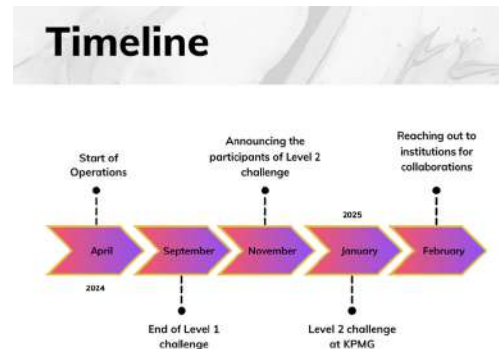


Completing this project involved several key steps critical to developing an effective solution. We began with in-depth market research to understand the needs of KPMG France's clients and startups, followed by benchmarking against industry standards to identify best practices. We conducted financial analysis to ensure the viability of our solutions, held regular meetings with KPMG to align our progress with their expectations, and engaged in competitive analysis and stakeholder engagement to ensure our framework was in line with KPMG's vision.

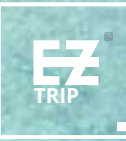
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[Click here](#) for the report related to technology used

The project resulted in a strategic framework designed to foster innovation and collaboration within the ecosystem. Personally, it sharpened my skills in strategic planning, market research, and financial analysis, while also enhancing my collaborative and problem-solving abilities, preparing me to tackle complex challenges in the future.



EZ Trip



Participated and contributed as part of an in-school team for a colleague's project, EZ Trip. EZ Trip is a digital travel service specializing in trips to islands all over the world. Our objective was to prepare EZ Trip for its market launch, focusing on areas such as management, operations, and customer experience. We worked on refining the business model, enhancing operational processes, and developing strategies for effective market entry. One of our key achievements was being selected as a startup for mentorship under the student incubator program at NEOMA Business School.

Throughout the project, I gained a range of skills, including market analysis, strategic planning, and team collaboration, with a particular emphasis on research. Initially focusing on islands in Europe, Starting with a focus on European islands, EZ Trip aimed to expand to other regions. I played a key role in conducting market research, particularly for Indonesia, to support this regional expansion.

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Led by Professor Bote Rose, this project aimed to assist La Poste, the French national postal service, in advancing digitalization efforts for marginalized customer groups. Our focus was on consumers in rural communities, who often face challenges in accessing digital services.

To address this, we developed the 'La Poste Corner' initiative, which involved collaborating with local tabacs and supermarkets. This project aimed to enhance accessibility to digital services, create job opportunities within these communities, and provide essential digital literacy training. By integrating digital tools and resources into familiar local establishments, we aimed to bridge the gap between technology and underserved populations, thereby fostering greater inclusion and connectivity.

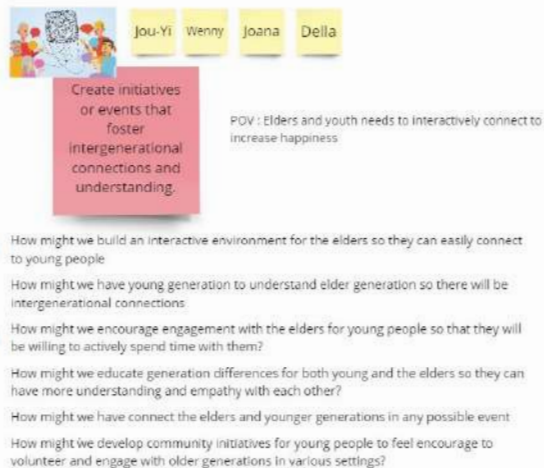


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In our Digital Thinking courses, we developed a community initiative called 2Gather to bridge the inter-generational gap by connecting older and younger generations through engaging activities and events. Inspired by the growing trend of elderly individuals experiencing loneliness and facing mobility and social networking challenges, we designed 2Gather to address these issues and enhance the social well-being of older adults. The organization focuses on creating an interactive environment by partnering with local community centers in Rouen (France), and involving young volunteers in our projects to foster meaningful connections across generations.

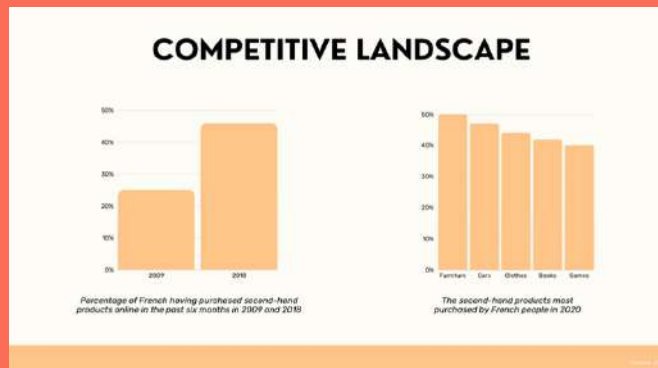


Throughout this project, we utilized a design thinking approach, which included several stages such as empathizing, defining their needs, ideating solutions, prototyping, testing prototypes, and incorporating feedback. This iterative process allowed us to create a community platform that effectively bridges generational gaps and promotes meaningful connections.

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Swap Party!

We developed a platform called Swap Party! The idea behind this platform is to facilitate the exchange of baby items such as furniture, cutlery tools, clothes, toys, and more. As babies grow quickly, parents often spend money on items that are only used for a short period. Swap Party not only helps parents save money by using our token system called "Balloon" for transactions, but it also helps minimize waste from baby products, making it an eco-friendly solution for families. This idea is particularly viable in the French market, where there is a strong awareness of environmental sustainability and a growing tendency among consumers to purchase second-hand items from trusted platforms.



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Le Château Royal de Benays

Light Walking (Lumieres en Scene)

Offer: Winter lamp festival

Activities

- Lamp/ lantern installation along the castle
- Thematic zones
- Interactive activities
- Live performance
- Culinary
- Sustainability focus

€20 per person

CONTACT

📍 Ticket available on the website



Gourmet Gastronomic Festival:

Offer: A ticketed weekend event centered around the "À TABLE" festival, celebrating local cuisine and wines.

Activities

- Tastings of signature dishes from local chefs
- Masterclasses and workshops on wine pairing and culinary techniques
- A market showcasing local artisans and producers

Additional

- Local products

CONTACT

📍 Chef Richard BAMA

General Admission: €65 per adult, with children under 8 free
Workshop Fees: €40 for specialized sessions.



Under the guidance of Professor Amandine, our team helped Paul Vaudeville in managing the restoration of Le Château Royal de Benays, transforming it into a hotel, restaurant, and cultural venue.

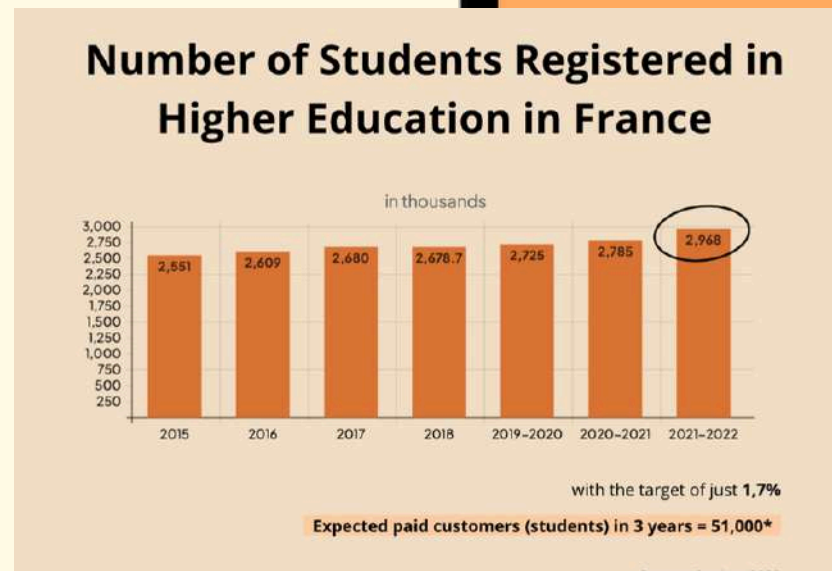
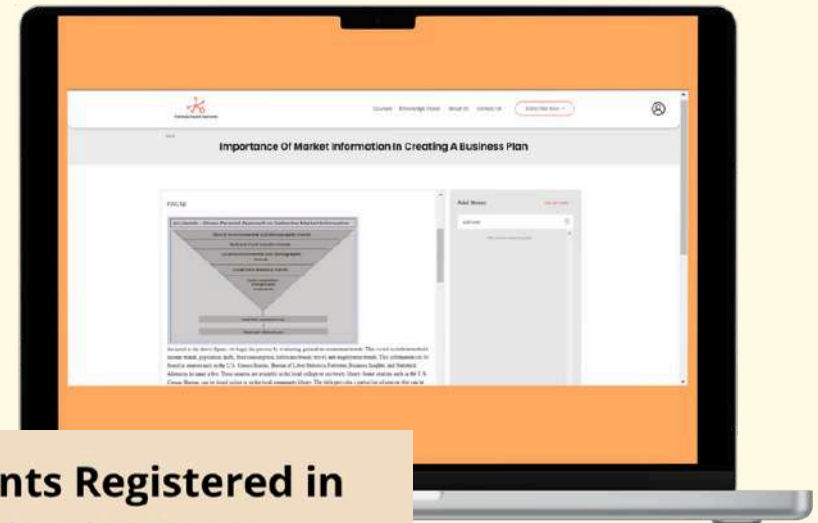
Our primary focus was on creating eco-friendly cultural experiences, informed by a market study we conducted that highlighted a growing trend towards eco-sustainability in tourism. France, being at the forefront of eco-friendly travel, presented a significant opportunity for sustainable tourism. We targeted eco-conscious and active tourists, both domestic and international, who seek adventure and cultural immersion.

To further enhance the appeal of Le Château Royal de Benays, we developed a range of regular and seasonal activities designed to attract and engage visitors, ensuring a rich and immersive experience.

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VEDEFI

I participated in developing Vedefi, a digital incubation and entrepreneurial training platform. During the process, I restructured the existing business model to better suit the student market in France. Additionally, I conducted market research to ensure the platform's relevance and appeal, carried out benchmarking to identify our competitive advantage, and performed financial analysis to assess the platform's viability and sustainability in this new market context.



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Immersion Program - CV Gema Nusa

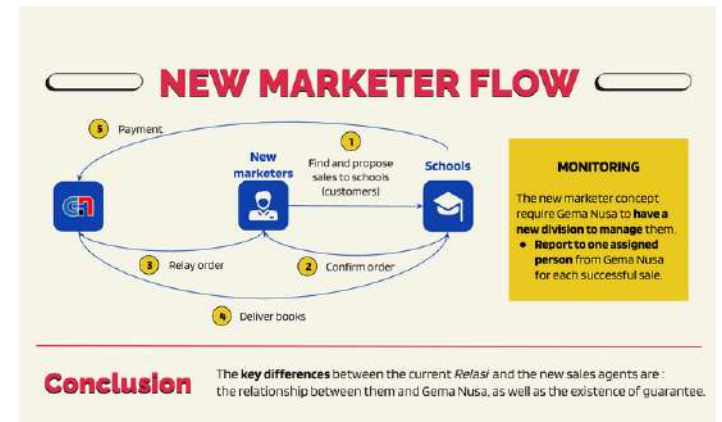


This project aimed to assist CV Gema Nusa, a printing and publishing company specializing in educational books for primary and secondary education, in developing a new marketing and operational approach to broaden its market reach.

The company's existing operational and marketing strategy relied heavily on a limited network of long-standing agents, with relationships governed by "fixed-term contract" agreements. Unfortunately, this model left the company with minimal control over pricing, which in turn affected customer perceptions of the company.

Our team helped Gema Nusa introduced the concept of a "New Marketer." This involved recruiting new sales agents who are directly affiliated with the company, emphasizing forward integration into the distribution chain.

We also developed a comprehensive framework and mechanisms to streamline this transition, making the system more efficient. This new approach not only resolved the marketing challenges but also supported the company's goal of expanding into new areas.



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Business Case Project -

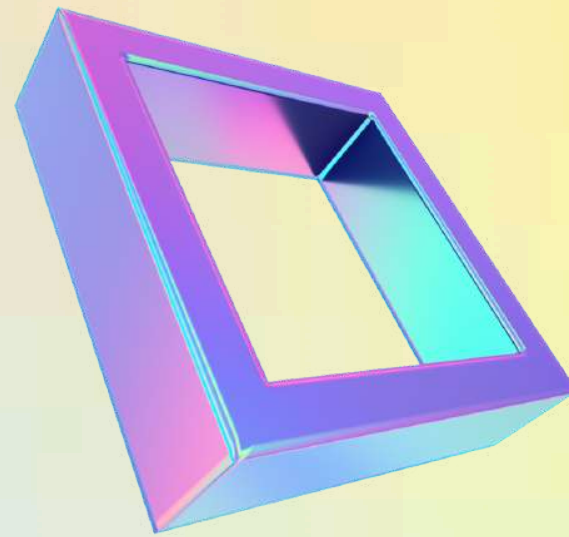
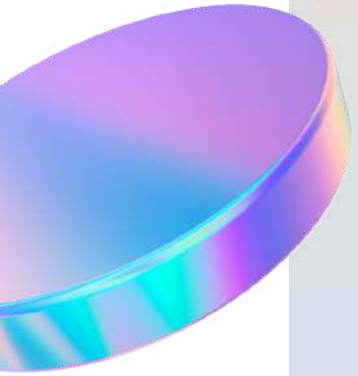
Wanghort
PT. WANGHORT PRATAMA LESTARI

Analyzed and proposed solutions to address key issues at Wanghort, a horticulture product manufacturer. The project focused on improving communication, worker motivation, and operational efficiency.

Key steps included addressing communication barriers, enhancing training programs, implementing a leave policy, and introducing a structured incentive system. The proposed solutions aimed to reduce production errors, increase worker engagement, and optimize overall productivity.

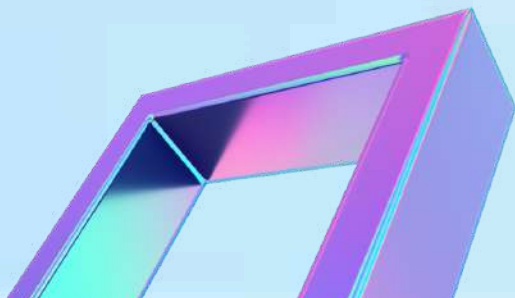
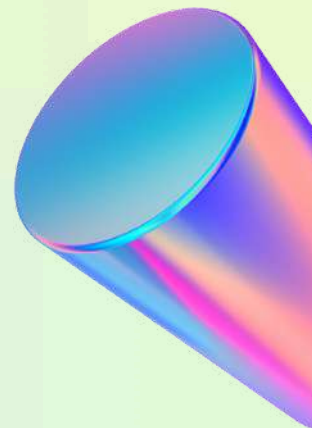
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Notable Projects

(Individual works)

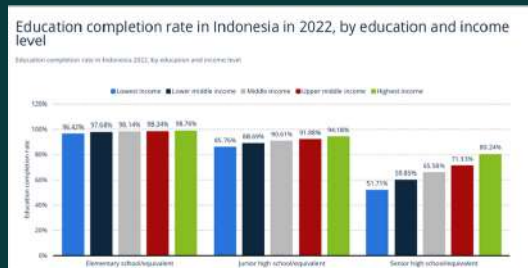


ADDRESSING INDONESIA'S EDUCATION GAP :

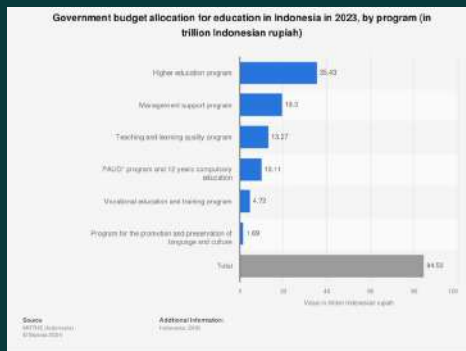
Low Graduation and Education Levels



Source : detikNews, 2024



Source : Statista, 2024



Source : Statista, 2024

This work is part of the Inclusive Innovation and Entrepreneurship courses, which focus on analyzing the low graduation rates and educational levels in Indonesia. My research found that these issues are influenced by economic conditions and the high cost of education, particularly the high tuition fees at universities.

According to data, the government has been concentrating on higher education programs by providing scholarships and financial assistance to low-income families, one of which is the KIPK program.

However, recent cases have revealed that KIPK is often misdirected, leading to less effective implementation. Several solutions need to be implemented to address issues related to transparency and accountability.

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Klambi Anyar



Batik is a traditional Indonesian garment recognized by UNESCO as an Indonesian intangible cultural heritage in 2019. For the younger generation, batik is sometimes perceived as stiff, old-fashioned, and formal. Additionally, the prices of some batik pieces can be very high.

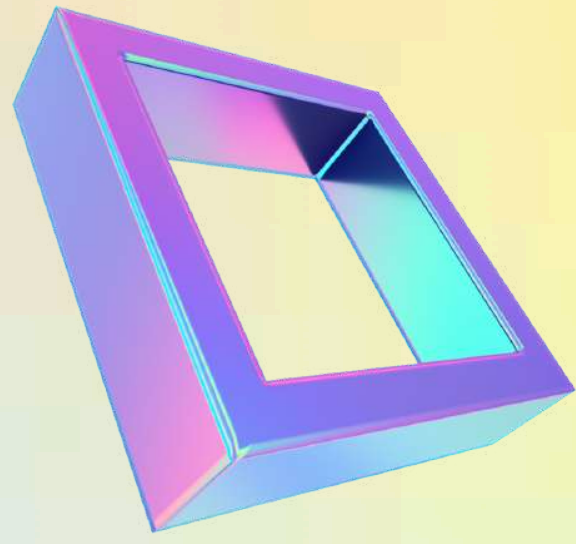
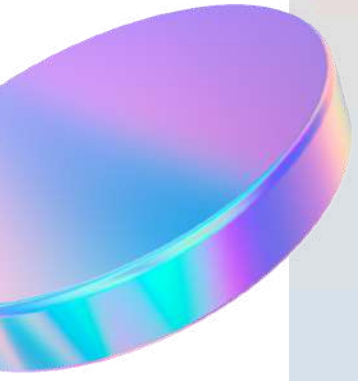
Klambi Anyar is a platform committed to promoting sustainable practices by encouraging people to transform old or outdated batik pieces into new and stylish creations. It offers services such as recycling and upcycling, alterations and repairs clinics, batik waste collection, fashion resale/exchange, and reborn apparel.

This idea was developed through a design thinking approach, which involved processes of empathizing, defining, ideating, prototyping, and testing. Klambi Anyar addresses challenges such as reducing the buying cycle, outdated design issues, providing affordable economic options, and promoting sustainability by helping to reduce garment waste, which is currently classified as one of the largest waste categories globally.

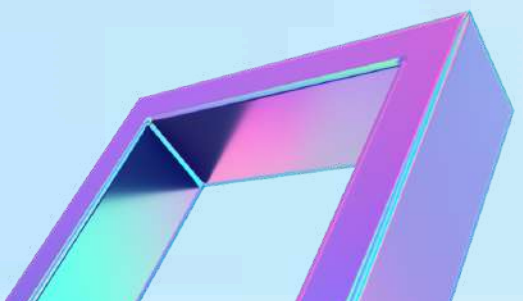
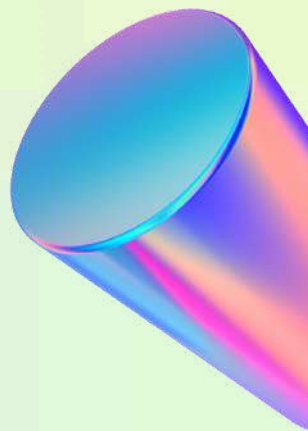
Interview with persona



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Certification



Skills and Abilities

Marketing Analytics

Coursera - Issued Aug 2020 | [Credential ID Y85R9YF8WU22](#)

Introduction to Data Analytics for Business

Coursera - Issued Aug 2020 | [Credential ID 7U6EGMWWEYVY](#)

Manajemen Keuangan Untuk Non-manajer Keuangan

IndonesiaX - Issued Sep 2020

Creative Problem Solving

Coursera - Issued Sep 2020 | [Credential ID VYEFG3FHKKX](#)

LET'S WORK TOGETHER

Project Portfolio
by Wenny F. Hapsari



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Rouen, France