

ABSTRACT

Lately, new business opportunities have emerged that can be done by entrepreneurs from various background which is the home culinary businesses or more commonly called household businesses and the seller can use E-commerce to help sell their product. This home-based culinary business initiated a variety of products such as daily catering, hampers, drinks, and so on. One example of a household-based brand is Little Thing by EYRA which offers silky milk pudding and milk coffee products. Little Thing by EYRA operates with household-based production and sales with digital platforms, especially social media WhatsApp and Instagram. Products sold by Little Thing by EYRA are sent to consumers using delivery services such as online motorcycle taxis and paxel so there is a lot of potential of damage when the product is in the hands of the delivery service providers, therefore it is necessary to do case studies to develop packaging and packing methods used by Little Thing by EYRA. So as to reduce potential damage so that the owner can avoid loss of profit and consumer confidence

Keywords: *E-commerce, Packaging, Packing, Delivery*