

I. INTRODUCTION

1.1 Company History

A well-known business in the Indonesian food sector, PT Mulia Boga Raya Tbk also known as Prochiz, has a long history and has made a big impact on the country's culinary landscape. Prochiz was founded with a dedication to providing high-quality culinary goods and services, and through time, the company has gained widespread recognition. Prochiz began as a small food production and distribution business when it was founded in 2006. It had a modest beginning, initially serving local markets before progressively expanding its business. In 2008 Prochiz built its factory in Cikarang. Prochiz in 2009, was appointed as the toll manufacturer of Fonterra Brands Indonesia's products, especially cheddar cheese with the Anchor brand. After one improvement, after another improvement in factory facilities, layout, SOP, and equipment. In 2010 Prochiz had obtained the ISO 22000:2005 Certification for Good Manufacturing Practice (GMP) and Hazard Analysis Critical Control Process (HACCP). In addition, Prochiz had obtained the Indonesia National Standard (SNI) and Halal Certification in Indonesia. Prochiz also had finally produced its first Cheddar Cheese products under its own brand, with 2 Kg and 180g as its pack size. In 2013, due to the positive response from the public, Prochiz started to explore the opportunity to export its products to 9 different countries such as Malaysia, Thailand, Philippines, etc. In 2015 Prochiz continuously improved and increased its production line into 7 production lines. In 2018 Prochiz factory obtained the Food Safety System (FSSC 2200), which was the highest certification for food product quality in order to achieve high quality standards. In 2020, Garudafood had acquired 55% of the company shares, which made Garudafood as the Prochiz major shareholder. Finally in 2021, Prochiz had achieved and became "The Cheddar Cheese Market Leader in Indonesia".

1.2 Vision and Mission

As a market leader, Prochiz is dedicated to becoming a market leader that prioritizes customer satisfaction. The company is also highly committed to providing nutritious and high-quality products to the community. As the number one market leader of processed cheese manufacturers, Prochiz has a vision to become the leader of processed cheese manufacturers in Asia.

1.3 Company Activity

Prochiz has become the number one market leader of cheddar cheese in Indonesia. As a market leader, Prochiz could achieve and maintain this title due to the succession of the products such as Prochiz cheddar royale, Prochiz gold cheddar, Prochiz cheddar slice, Prochiz gold slice, Prochiz mozzarella, Prochiz spready, Prochiz quick melt slice, Prochiz quick melt, and Prochiz mayo which all consistently reassemble its DNA to promote high-quality cheese to the society.

1.4 Organizational Structure

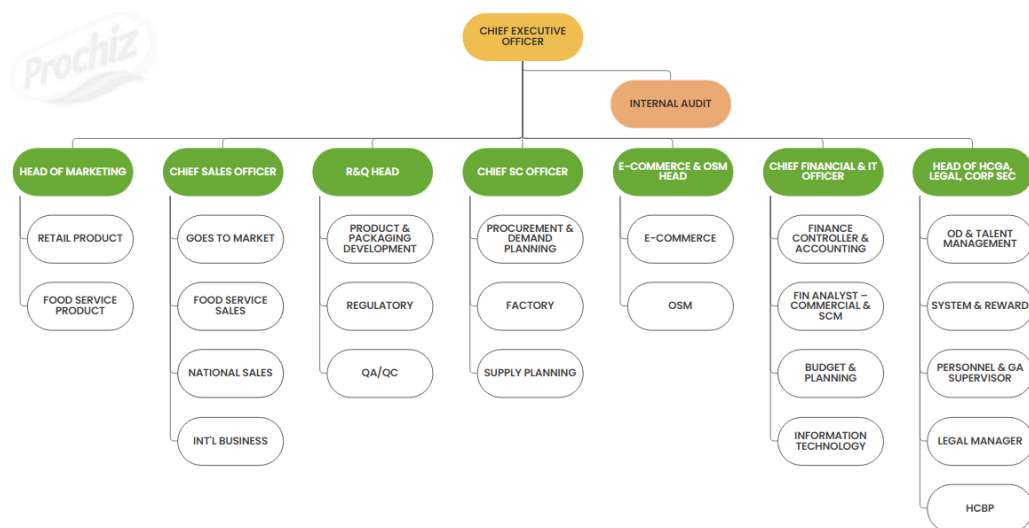


Figure 1. Organizational Structure of PT Mulia Boga Raya Tbk

Figure 1. indicates the organizational structure of PT Mulia Boga Raya Tbk, also known as Prochiz. The R&D head is responsible for monitoring and guiding the product and packaging development, regulatory, Quality assistant and Quality checker departments. Mr. Ahmad Johari was

the R&D head in PT Mulia Boga Raya Tbk, and Mrs. Reviana Ervita, who is my field supervisor, was in the product and packaging development department.

1.5 Student's Department

The food and beverage industry relies heavily on research and development (R&D) to succeed because it allows companies to remain competitive in an ever-evolving marketplace. R&D positions involve systematically examining new methods, materials, and technologies to produce products that not only fulfill but exceed customer expectations. Maintaining the company's position in a highly competitive marketplace requires this ongoing development process. As a research and development (R&D) in a Prochiz, it is my responsibility to create new cheese products, including enhancing current ones, streamlining production procedures, guaranteeing product safety, and adhering to legal regulations.