

INTERNSHIP REPORT

COMPREHENSIVE STUDY AS BUSINESS DEVELOPMENT INTERN AT PT YAFINDO MEGA PERMATA (YMPD)

STUDY PROGRAM
FoodScience

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INTERNSHIP REPORT
COMPREHENSIVE STUDY AS BUSINESS DEVELOPMENT
INTERN AT PT. YAFINDO MEGA PERMATA (YMPD)

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Title of Enrichment Program project : *Comprehensive Study as Business Development Intern at PT. Yafindo Mega Permata (YMPD)*

We hereby declare that this EP project is from student's own work. The EP Report has been read and presented to i3L's Examination Committee. The EP has been found to be satisfactory and accepted as part of the requirements needed to obtain an i3L bachelor's degree.

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I, Angelica Putri Alfonsus, do herewith declare that the material contained in my internship report entitled:

**“Comprehensive Study as Business Development Intern at PT.
Yafindo Mega Permata (YMPD)”**

is an original work composed by me under the guidance and advice from my supervisors, Mr. Luter Retno Silitonga and Mr. Alfons Tjhai. I have read and do understand the definition and information on use of source and citation style published by i3L. By signing this statement I unequivocally assert that the aforementioned research conforms to published information.

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ABSTRACT

PT Yafindo Mega Permata is a newly reformed distribution company from PT Global Bintan Permata. As a sole national distributor, YMPD sells only private-labeled products ranging from dairy products to snacks and beverages. Business development departments significantly impact YMPD's success and growth, as they ensure the successful launch of new products every year. This department is responsible for searching for new potential products that meet consumer needs and communicating with existing factory clients to ensure the smooth launching of new or existing products. As such, the author was given the important task of finding and securing at least one OEM product for the company from the list provided by the supervisor. During the four months of internship, the author successfully contacted 104 companies outside of Indonesia. However, from these 104, only one was able to successfully secure an agreement or contract for an OEM product. Other than the task, the author was also allowed to survey the local traditional market in Central Java as well as visiting existing factory clients to observe the brief production process of the products. This internship has successfully allowed the author to grow as a person and gain insight into working as a business development staff member which would give significant impact on the author's future career path.

Keywords: PT Yafindo Mega Permata, Business Development Department, OEM,

PREFACE

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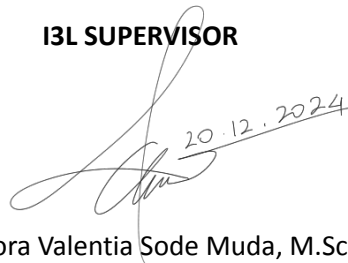
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LIST OF ABBREVIATIONS

YMPD	Yafindo Mega Permata
FOB	Free on Board
CIF	Cost Insurance Freight
BPOM	Badan Pengawas Obat dan Makanan
OEM	Original Equipment Manufacture
HRD	Human Resource Department
RND	Research and Development
GT	General Trade
MT	Modern Trade
COGS	Cost of Goods Sales
LS	Laporan Surveyor
SKI	Surat Keterangan Import
EXIMP	Export and Import
BPJPH	Badan Penyelenggara Jaminan Produk Halal
PI	Perizinan Import
NDC	Nata De Coco

CHAPTER I

INTRODUCTION

1. Host Company

1.1. A Brief History of Host Company

PT. Yafindo Mega Pertama originated from an existing company named PT. Global Bintan Pertama, which solely distributed various products to a limited coverage area in Indonesia. However, founder Yasin Zhu and co-founder Alfons Tjhai decided to reform PT. Global Bintan Pertama into PT. Yafindo Mega Permata (YMPD) on 1 August 2022, changing its objective to focusing on expanding the distribution scope nationally from Sabang to Merauke.

Since the founding of this newly reformed company, the business has experienced rapid growth. With a strong focus on national business development, YMPD has successfully expanded its product and service reach to numerous regions throughout Indonesia. Currently, YMPD has more than 120 distributors and 87000 outlets throughout Indonesia. This can be attributed to the close collaboration between founder Yasin Zhu and co-founder Alfons Tjhai and a dedicated and disciplined management team to be the main driver of the company's success. To expand the distribution scope and improve service quality, YMPD progressively innovates and invests in several fields, from developing distribution infrastructure to improving information technology. This allowed the company to continuously strive to become an industry lead by providing better-added value to customers. Not only that, YMPD is ready to face future challenges and continues to realize its vision of being the best in its industry by holding a strong commitment to becoming a trusted and sustainable company.

Furthermore, YMPD has undergone a series of strategic steps and continuous innovation to further strengthen its position as an industry leader. This may be done by expanding distribution networks and improving the company's operational efficiency. Collaboration with other business partners and related parties is also key to developing the market share and providing more comprehensive and responsive customer services. YMPD also enthusiastically invests in human resources and employee development as part of its commitment to strengthening its business foundations. Through this training and development, the company aims to create a dynamic and achievement-oriented work environment to encourage innovation and sustainable career growth for all its employees. As such, YMPD not only strives to be the best in the industry today but also to ensure its long-term sustainability and excellence in the future (*Yafindo Mega Permata / Home, 2021*).

1.2. Vision and Mission

YMPD's vision is to become a leading distribution company by developing an extensive network supported by professional management and a strong, dedicated team. To support this vision, YMPD has mission is to provide profitable services to every stakeholder along with values comprising IWIN (Integrity, Winning Spirit, Innovation, Dare to Change, Nurturance). Each value is significant to the development of the company's success. Integrity ensures that all employees can consistently provide the best abilities in all aspects while maintaining noble values within the company whereas a winning spirit allows the company to become more competitive and strive to grow. In addition, the value of innovation and daring to change allows the carry out of innovation and dare to make changes progressively in the company. Lastly, nurturance as a value is also deemed to be crucial as it indicates how the company is a place to learn and strive to achieve a shared vision and mision (*Yafindo Mega Permata / Home*, 2021).



Figure 1. PT. Yafindo Mega Permata (YMPF) Present Logo

1.3. Product of the Host Company

With the increasing expansion of YMPD distribution scopes, its private-labeled brand products vary, ranging from dairy products to snacks and beverages. These products are:

1. MILANO and GOMI

MILANO and GOMI are brands YMPD uses for dairy products such as creamer. They are often sold to small shops, retailers, or vendors that produce bakery products, juice, and even martabak. They are also available in 1 kilogram and 500 grams. However, there is a difference between the two brands, mainly in terms of ingredients. Gomi uses much higher-quality imported milk compared to Milano. Nevertheless, they are of good quality and taste very good when incorporated into many foods and beverages.

2. MARICO

Marico produced by Yafindo Marico Indonesia was among the most well-known and successful brands Yafindo Mega Permata distributed. Marico as a brand was often used in jelly-related products, including Nata de Coco, Jellygum, Jelly drink, and many more. In Indonesia, Marico Nata de Coco was very much known and had very high sales in Central Java. Marico offered good quality jellies at a low price, becoming the public's favorite in the

general trade market. Many flavors such as grape, strawberry, guava, mango, etc. have long been developed as the year passed.

3. TAMADA

TAMADA is a brand that YMPD uses for sweets and confectioneries such as marshmallow. Currently, the YMPD distributes two marshmallow products: marshmallow pie and marshmallow cones. They are available in three flavors which are vanilla, chocolate, and strawberry. Both products are sold in the general trade market, such as independent local markets, small shops, and retailers. Marshmallow pie is a sought-after product currently, with strawberry flavor as the most popular flavor among the three flavors.

4. MYNORY

As the name suggests, seaweed is the main ingredient used for the brand Mynory. Fried seaweed is the first product that came out and is available in four different flavors: Original, Balado, Roasted Beef, and Spicy Roasted Chicken. Ninja is the character in every Mynory packaging, serving as its mascot or trademark. In October 2024, the Mie Goreng flavor was also released, which means that more flavors can be released in the future. One small pack of Mynory consists of three slices of fried seaweed, and it is sold to retail outlets for Rp 2000,00/1pcs

5. POPUKON

POPUKON is a brand used for popcorn-related products. Popukon is a popcorn snack that is sold in the general trade (GT) with the price of RP 2000,00/1 pcs. It uses aluminum foil as its packaging, decreasing the probability of the popcorns getting soggy and become very difficult to consume. Currently, Popukon has three different flavors: strawberry, chocolate, and caramel. The flavors are represented by the color of their packaging: strawberry is pink, chocolate is brown, and caramel is light brown and blue.

1.4 Business Development Department

The Business Development department is a single department supervised by the Managing Director (figure 2). As stated by its name, the business development department is responsible for ensuring the successful launch of new products as it is crucial for the success and growth of the company. There are only business development manager and no staff in this department as the company is still fresh due to the starting point of two years ago (refer to figure 2.). The business development manager is responsible for developing or searching for new food or beverage products that meet the consumer needs, collaborating with factories and RnD to ensure the smooth launching of the new products as well as its regulations including BPOM and Halal permit. Even so, this department is not directly involved in the HALAL and BPOM regulation as YMPD uses the help of a third party. As such, the department helps in providing the documents that is needed for the regulation licenses instead of independently registering for the licenses. Though the department may consist of only one role, its significance to the growth and success to the

company is immeasurable.



Fig 2. Organizational structure of Business Development Department at YMPD

CHAPTER II

INTERNSHIP ACTIVITIES

2.1 Working Conditions

Before going into details, the company's working hours start at 08.30 AM and end at 17.30 PM. Employees are required to take attendance using a specific application. If the employee was late, they must ask the human resource department (HRD) for a specific form that includes the name of the employee, their position and reason for the lateness. In addition, lunch time was from 12.00 PM until 1 PM, during which time no activities were done other than eating and resting. Furthermore, there are very strict rules and regulations concerning the working uniform worn during the working days. In YMPD, they have specific working uniform that must be worn during particular days.

For four months of internship (5 August 2024 - 30 November 2024), the author was placed to work in the business development department as a management trainee or intern and had a full time on-site work from 08.30 AM to 17.30 PM. Regular activities during working hours include searching for potential products to be sold that are open to OEM and negotiating with the sales manager or contact person of the manufacturer of the OEM products relating to the COGS of the product. Furthermore, minor activities such as attending meetings, surveying market and meeting local distributors were also done during the internship.

2.2. Daily Activities

2.2.1 Searching for Potential Products

As the author is still a starting intern and very much new to the flow of the business development department, the first and second weeks of the first month began with learning about the company and the business development department as a whole. Afterward, the intern was tasked with securing at least one product to be launched by the company next year. Nevertheless, the list of products asked to find was quite many. In total, nine products had the potential to be in demand by the market as characterized and mentioned by the salesman working in the market. The nine products are listed and its benchmark as well as the competitor can be seen altogether in **Table 1**.

Table 1. List of products that were asked to find by the field supervisor

Product type	Benchmark	Competitor
Black sandwich biscuit with cream filling	OREO	GORIORIO (Siantar Top)
Senbei puffed rice crackers	O'Rice	Goday

Ice cream cone biscuit	GARUDA SKIPPY	GARUDA SKIPPY
Yoghurt flavored drink	Paldo Pororo	YoyiC
Milk tea powder sachet	Teh Tarik ChekHup	MaxTea Teh Tarik
Coated biscuit stick	Pocky	Biskitop, Cleonie
Chocolate-coated biscuit with marshmallow filling	Orion Chocopie	Better, Nexstar
Gummy candy	Yoyo assorted jelly	Yupi, Ranjani
Potato biscuit balls	Want Want Bolamoo	Monde, Want Want

The search for potential products was wider than just local. The author was allowed to search for products internationally as the company had already ever and is currently still importing soymilk from Malaysia. Since the author was still new and had no/few connections with factories, browsing the internet was one of the methods that the author used to search for potential products. Despite the internet showing many local manufacturers open to OEM, most of the products shown were different from what the author searched for. Amongst all that were found, only 4-5 manufacturers that focused on manufacturing powdered drink sachets were contacted and reached out. Even so, 2 out of the 5 contacted did give a fast response, while 1 had a very slow response, and the remaining 2 did not show any interest in doing the OEM.

Observing how the internet had limited access to local and international manufacturing companies, the author began to search for B2B (business-to-business) platforms that could allow the author easier access to the manufacturing companies. One starting platform was found and it was named MadeinChina. This platform, as the name suggests permitted easier access to manufacturing companies and trading companies in China. Unlike other platforms such as TradeWheel or TradeKey, MadeinChina had a feature called Live Chat which reduced a lot of time consumed from waiting for a reply from the manufacturer. However, a limitation hindered the author, which was the search engine of the platforms. The search engine of the platform needed to be more accurate and convenient; the author had to search for the product instead of manually. As such, the author began to find another platform and fortunately found a suitable one named Alibaba.

Similar to MadeinChina, Alibaba had the feature Live Chatting, which helped a lot in communicating with many manufacturers from different countries. Most of the manufacturers found in Alibaba were indeed from China, however, there are also some other countries, including Vietnam, Malaysia, India, Turkey, France, etc. In addition, Alibaba had a good search engine in which it will show the right product depending on the key words typed in the search engine. During the four months of internship, there were in total, more than 104 manufacturing companies that were contacted through the usage of Alibaba. However, only one product could be successfully negotiated and made into a contract. One major reason it

took a lot of effort to secure the product internationally was the low price we targeted to buy from the manufacturer. As our company's main channel is the general trade (GT), the price we target for buying products from the manufacturer will be very low. Few manufacturers, especially the big-scale ones, were interested or open to negotiation for such low prices.

Another challenge was the HALAL certification, which was mandatory in Indonesia. For exporting countries, they are required to apply for their domestic HALAL certification, and the cost of applying for HALAL certification in their country was large (e.g. RMB 3000). The domestic HALAL certification can be obtained from organizations (e.g. Shandong Halal Certification Service) that have undergone partnership with the BPJPH (Badan Penyelenggara Jaminan Produk Halal). Suppose the organizations where they applied for HALAL did not have a partnership, in that case, the domestic HALAL certification used to register for the Indonesian HALAL certificate will not be valid. This became a limitation, especially for a country such as Vietnam, in which their domestic HALAL organisation has not yet undergo partnership with BPJPH. As a result, the countries in which we can imported was limited to a few countries (e.g. China, Thailand and Malaysia)

Fortunately, one manufacturing company from China was interested and willing to cooperate with the author at a low buying price and was also willing to obtain domestic HALAL certificate for their factory. The obtained product fulfilled one of the products listed: the potato biscuit balls, as seen in **Fig 3**. Negotiating the product took a lot of work and required half a month to reach a suitable agreement. The remaining half of the month was used to send the samples to Indonesia. Formulations were sampled, and many modifications were done as the taste was requested to suit Indonesia's liking or taste. Nevertheless, the product can only be launched next year due to the process of import license, HALAL, and BPOM which may require 20-30 working days. These three documents (import license, HALAL and BPOM) are mandatory to import products from outside the country. However since this product is the second product to be imported, they use third-party to register for the HALAL and BPOM for convenience and cost-effectiveness. Similar as well for the import license, they also use third-party to manage the custom clearance for importing products. As such, the documents that are usually handled by the EXIMP staff (Export and Import Staff) are the LS (Laporan Suveyor), SKI (Surat Keterangan Import) and PI (Perizinan Import).



Fig 3. Picture of potato biscuit balls

2.2.2 Negotiation of Products

Negotiation was a basic skill that was mandatory for business development staff, which was evident during the author's internship. When the author contacted the manufacturing company and inquired about their products, she began the conversation by introducing herself and the company to the manufacturer. In this way, the manufacturer was informed about the origin country, the type of company, and the scale of the company. Afterwards, the author also introduced and informed the manufacturer regarding the market in Indonesia, specifically how general trade (GT) was the dominant and majority market found in Indonesia. This also needed to be done as different countries have different proportions of market segments or types. For instance, throughout the inquiry from the 89 companies, most manufacturers were more familiar with the modern trade (MT) instead of the general trade (GT). Education and information about Indonesia's market is crucial in negotiating the price.

Following the introduction, there will be change of information regarding the product and packaging specifications. In this step, questions including whether the product can be modified or such were asked to ensure that the product met the wanted requirements set by the author field supervisor. Before inquiring about the products, the author first would research the competitor for the same type of product and inquire about the price of the competitor products. Subsequently, the author would inform and consult with the supervisor in relation on how packaging and product specifications should be that is suitable for the general trade and able to compete with the competitor. For instance, chocolate sandwich biscuit should follow similarly to the GORIORIO brand in which 1 outer bag (secondary packaging) will have a total of 20 pieces of small pack (primary packaging). Using this information, the author's supervisor will then calculate the target price that the author have to get for the product inquired.

During the negotiation of 104 manufacturing companies, the author learned that in the case of general trade, it is hardly possible to import products from outside of the country using the INCOTERM price FOB and instead CIF should be used. FOB or Free on Board is basically a rule in which the responsibility of the goods will fall into the buyers hand starting from the exporting country port while CIF or Cost Insurance Freight is a rule where buyers will take the responsibility of the goods starting from Indonesia port. In simple terms, when using CIF price, the buyer does not need to find a forwarder to help import the product and do not need to think of the ocean freight and shipping cost from the exporting country to the Indonesia port. The usage of CIF price helped a lot in increasing the target price of the products allowing it to become more feasible to be imported compared to FOB pricing.

As mentioned previously, the required target price was too low for the manufacturing companies. Through negotiations with many companies, the author learned a crucial lesson in negotiating with the manufacturers, in which they will only be interested and give many discounts if we order many containers from them. In distribution companies, the unit word they use in ordering goods is containers. As I was informed, there are three types of containers that is commonly used: 20FT, 40FT and 40HQ. There are 22 tonnes and 30 CBM (cubic meter) for 20FT containers, which are often used for liquid or beverage products.

In contrast, containers such as 40FT and 40HQ are usually utilized for bulky snacks. Despite 40FT and 40HQ having the same weight or tonne, the difference lies in the volume where 40FT has 72 CBM while 40HQ has 76 CBM.

2.2.3 Surveying Local Market

Besides searching for potential products and negotiating the price as the major activity, there were also other minor activities that occurred during the four months of the internship. One of which was visiting the local traditional market and surveying the company's products in the market. This activity is not regular or common and was only done at the request of higher management. To gain more knowledge and experience, the author's field supervisor allowed the author to participate in this activity. The activity was done for 3 days in Central Java, specifically Semarang and Solo. The range of markets that were visited are from small retail shops to independent modern markets such as Laris Swalayan Kartasura.

During the visitation, several questions were asked to the owner of the shops, including whether the company's products are selling out very quickly or are in demand currently. The author also was involved in asking questions such as which products were in demand currently and quickly sold out in the market. An estimated 4-5 markets were usually visited per day, and all markets mentioned that Marico NDC (Nata de Coco) was a very popular product in the Central Java region. The author also discovered that only Marico NDC and a few other products such as Tamada Marshmallow pie and cone were commonly seen to be sold in the market of Central Java, while other products such as Mynory and Marico Jellygum were not often seen to be sold. Even so, the author was able to know that the current popular products in demand were Nori Rolls, they are roasted seaweed that were rolled and consumed in the form of snack. Finally, the author discover the significance of the type of packaging display that is required in the traditional market.

2.2.4 Visitation of Factories

In addition to surveying the market, the author also had the opportunity to visit some factories that manufactured the company's products, two of which are Marico and Popukon. Marico and Popukon factories were located in different parts of Java island. Marico was located in Boyolali, Central Java while Popukon was in Cikupa, Tangerang. The size of Marico's factory was very big and it had HACCP license. Before entering the factory, the staff required laboratory coat, cap and gloves to be worn by the author. When entering the Marico factory, the first section displayed was the production of Nata de Coco and its entire packaging process. On that day, only Marico NDC was produced hence the author was only able to observe one type of flavor and product was made in the factory. Nevertheless, it was an awesome experience as the author observed the production and packaging process. Similarly, the author visited the industrial production of popcorn Popukon. Unfortunately, only a brief process was able to be introduced, including the heating of the corn, filtering of the uncooked kernels, and the final step, which is the packaging. Despite that, the popcorn production machines were very big and covered a lot of space in the room. The author regard this as an incredible experience to be able to observe popcorn production process

in large scale.

2.3. Difficulties During Internship

Placed in a new unfamiliar environment as well as department, the author faced many challenges especially adapting to new work flow. Unlike the author previous internship experience, the work of a business development is very much versatile and exposed to uncertainties. Despite the task may be the same everyday, the author was obliged to communicate with different type of people and adapt on how to communicate with them. Not to mention, the author needs to face failure every time the negotiation of price does not proceed successfully. It was a challenge of both mental and emotions, which was really a lesson that should be treasured and reflected seriously. Initially, the author was frustrated due to the consequent failure and almost deemed the impossibility of importing products for the general trade especially for snacks. However, constant reminders from the supervisor helped the author manage the fighting and winning spirit of the author, allowing her to keep finding the products. In addition, the new unfamiliar environment also pressured the author as most of the author's colleague were experienced people in their field and was very much far from the author's age. This causes the author to be challenged to think much further and become open-minded, readily receiving critiques, opinions and many messages.

Besides the new department, the new field exposed to the author was equally confusing. Being used to laboratory and scientific field, the business field specifically distribution was a challenge that needs to be tackled by the author as this meant a new world and knowledge that needs to be comprehended within the four months of the internship. Learning a whole different field was very much pressure towards the author since a lot of knowledge was obliged to be comprehend and it causes a confusion whenever discussion relating to operation of the distribution was done. The discussion made the author realized how important basic knowledge and skill is despite having numerous experience in the field, as observed in the office environment during the internship times. Following the discussion, the author was able to comprehend how significant critical-thinking, problem solving and open-mindedness are in the office working environment as challenges and unexpected cases may occur during the operation. Without being open to the higher-ups opinion and suggestions, it is unlikely for one to improve from their mistake.

Not to mention, the author discovered the heavy pressure working in an office due to the busy schedule and very arranged work flow. This made the author realized how different and difficult the work flow and work load of the office environment compared to a factory environment. The work that was done in the office hold a higher value and significance as you are involved regularly with the higher management and directly involved with the finance and funds as well as the central operation of the company. If a heavy mistake was made during the working process, then warning letter can be given which give significant impact on the performance of the employee since warning letter can eliminate the chance of salary increase. A heavy mistake can critically influence the status of the company, as such, it is obliged for one to

receive warning letter. This realisation left the author to feel enormous pressure of how impactful or significant the task that she receive for the future of the company.

CHAPTER III

SELF REFLECTION

The four months of internship in YMPD has allowed many improvements in the author's life. Soft skills such as critical thinking, problem-solving, adaptability, negotiation, socialization, observation and many more have been enhanced even further through this internship. These soft skills are very much essential and will assist the author for her career path in the future. Aside from soft skills, the author also gains insight relating to the business field and distribution of Fast Moving Consumer Goods (FMCG), allowing a further interest and curiosity which will help to choose the suitable and appropriate career path. In addition, the discovery of a new work department in the business field yet still in the product development path has enlarged the author's knowledge regarding the launching of the product in the FMCG world. The business development department in YMPD is definitely an interesting and worth to try department as it does not help in teaching the author about the distribution field of FMCG but also the steady steps of launching a product starting from idea screening or generation up to post-launching analysis.

During the internship, the author could comprehend the significance of every employee's work, which heavily influences the other employees' workflow and the company's central operation. This means that the responsibility that is given for a job is very heavy, and as an employee, it is mandatory to be always reminded that the result of your work or task can influence other people's subsequent work. In addition, the author discovered that mistakes and failures are common occurrences. Yet, it is important to always learn from mistakes and never give up despite failures along the way to the task's progress. Failure is not something to be feared, but it should be a motivation to strive further until the goal is reached. From numerous failures of successfully negotiated, the author kept reviewing every conversation with the manufacturing company and was adamant on improving her socializing and negotiation skills. As a result, the author secured a negotiation with a manufacturing company in China, allowing YMPD to import a product from China. This is a precious lesson and result that should be noted in the author's life.

However, this effort was not only due to the author alone. The author's supervisor's patient guidance and consistent reminder of never giving up, allowed the author to keep her fighting and winning spirit and dedication to finish her task. Without constant reminder and guidance from the supervisors, the author believed she would not be able to improve this much and become even more motivated to explore the business fields and for self-improvement. The author also discovered how precious a working environment is and how it needs to be well-maintained, as the people around the author helped a lot in her adaptation to the new working environment. Though the employees are mostly experienced and far from the author's age, they were able to help the author in learning many life experiences and open her mind to many perspectives. The author is exceptionally happy to become a part of the YMPD family, though it was only for a while, the lessons, experiences, and memories it gave the author were precious.

CHAPTER IV

CONCLUSION & RECOMMENDATION

Overall, the author has successfully fulfilled the task and goals of the internship. This report serves as the outcome and evidence of the author's experience throughout the internship period. The internship gave insight into working as a business development staff member and left a significant lesson in the author's life. This insight would assist the author in selecting her future career path. Additionally, a short-lived experience full of meaningful lessons and happy memories was acquired from this internship.

The author would like to suggest for institution to have a template specifically for credit industrial internship reports both including and excluding projects. It would also be a good idea to have a credit internship briefing and how to do the internship report to avoid confusion.

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