

## CHAPTER I. INTRODUCTION

### 1.1. History of PT. Symrise

Haarmann & Reimer and Dragoco merged to become the Symrise Group in 2003. With roots dating back to 1874, both companies can count on a long history of quality and innovation. 1874 was the foundation of the company and the first synthesis of vanillin. Symrise went public on the German Stock Exchange in 2006 as the largest European IPO of the year, and they've spent the previous decade actively expanding their successful track record. The head office of Symrise is in Holzminden, Germany. Also, they have regional headquarters in Rennes, France; Teterboro, New Jersey; São Paulo, Brazil; and Singapore. Symrise has made investments in the Jakarta, Indonesia site. On October 10, 2019, the business formally unveiled the expanded innovation center. Symrise may create innovative solutions for perfumes, cosmetics, food, and beverages with the help of this cutting-edge facility. These applications can be directly offered to customers on location and are designed especially for the Indonesian market (Symrise, n.d.).



Figure 1. Symrise Logo

### 1.2. Vision and mission

#### Vision

To be the first choice, fully integrated partner developing sustainable success with customers.

- **First choice**

The company wants to be the customer's partner of choice, those they choose to work with because Symrise is relevant to their needs.

- **Sustainable**

Sustainable success that creates values and growth for all stakeholders, employees, customers' employees, the planet, and people Symrise touch.

- **Fully Integrated**

Their ambition is to operate at a higher level with customers, intimately intertwined in customer partnerships, backwards integrated in the value chain, win-win collaboration with customers and stakeholders.

### **Mission**

Providing tasty, functional, and sustainable solutions for winning brands.

- **Tasty, functional, and sustainable**  
Symrise's products impart taste and functionality while positively impacting people and the planet.
- **Solutions**  
Sell whole solutions, not just products that add value to customers. It means that the company commercializes its innovation to customers as integrated solutions, not just as commodities.
- **Winning Brands**  
Focus on working with successful and growing brands. They are successful in every market and will continue to grow, letting Symrise share this success.

### **1.3. The main activity**

Symrise creates innovative natural nutrition, fragrance, flavor, and cosmetic ingredients. They have two primary focus areas: Taste, Nutrition, and Health and Scent and Care. They bring their experience in taste, nutrition, and health to deliver novel ingredient solutions and extended value propositions for the food and beverage, pet food, and aquafeed industries. They improve the health and enjoyment of food and beverages, make pet food more appealing, and boost aquaculture feed efficiency. Symrise provides people all over the world with purposeful and delightful fragrance experiences in the scent and care industry. They have pledged to uphold the highest ethical and sustainable raw material procurement standards. Their sales type is B to B (Business-to-Business) which is carried out between two businesses, such as a wholesaler and a retailer.

### **1.4. Organizational structure**

Due to data confidentiality of the company, the organizational structure cannot be discussed in this report.

### **1.5. The student's department**

From 1 August 2022 to 30 June 2023, the author worked as an intern for PT. Symrise Indonesia. During this internship, the author was given the opportunity to work as a lab

assistant in the sweet and beverages division. This division contributes to the development of product application in the sweet and beverage category including non-alcoholic beverages, powder soft drink, milk and dairy products, confectionery and bakery with specified requirements as outlined by customers. Conduct general maintenance of the entire sweet and beverage laboratory.