

## CHAPTER 1. INTRODUCTION

### 1.1. Company Profile

Takasago was founded in Tokyo, Japan in 1920. This company was initially named as Takasago Perfumery Company, where they produced vanillin and heliotropin from safrole using ozone oxidation. Takasago built their second factory in Taiwan in 1935. In 1938, Takasago expanded their business to aroma chemicals, which included fruit essences, solvents, and paints. The head office of Takasago moved to Taipei in the same year. In 1939, Takasago changed its name to Takasago Chemical Industry. Takasago Perfumery Company was re-established as a company specializing in sales in 1948. In 1951, Takasago Chemical Industry and Takasago Perfumery Company merged. The name of the new company was Takasago Perfumery Company. The small-scale production of synthetic menthol began in 1954. In 1957, the production of powder flavor was started. "Takasago Micron" was the commercial name of this product. Takasago's branches opened in New York and Paris at the year 1960. In 1962, Takasago head office moved to 1-2 Nishi-Hacchobori, Chuo-ku, Tokyo. Takasago was listed on the Tokyo Stock Exchange in 1963. At the same year, Takasago Amazon's Perfumery Research Center was established in Tome-Asu, Brazil and fragrance research center laboratory was established in Paris. In 1975, Takasago International Singapore Pte., Ltd and Takasago De Mexico S.A were established in Singapore and Mexico, respectively. The production of *l-menthol* using asymmetric synthesis reactions was started at Iwata factory in 1985. In 1994, Takasago International Korea was established in Seoul. Takasago International Guangzhou Co., Ltd and Takasago International Shanghai Co., Ltd were established in China at the year of 2004. In 2013, Takasago Madagascar S.A. and Takasago International Turkey Esans ve Aroma San. Tic. A.S. were established in Madagascar and Turkey, respectively. PT Takasago International Indonesia factory was established at Greenland International Industrial Center (GIIC), Cikarang in 2019. At the same time, PT Takasago International Indonesia was also established its headquarter at Bumi Serpong Damai (BSD).



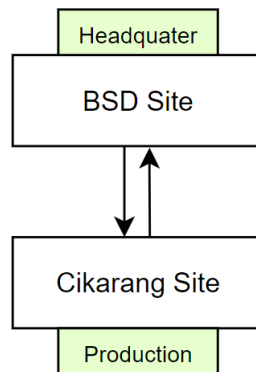
**Figure 1.** Takasago Logo

### 1.2. Vision and Mission

Takasago has one main vision which is "Care for People, Respect the Environment". This main vision is divided to four sub-visions. First is proud of culture of respect, diversity and inclusion. Second is harmony with nature, enriching and bringing well-being to daily life. Third is full of hope and ambition, confidently taking on new challenges. Forth is eager to keep innovating, raining an indispensable company. Meanwhile, Takasago has one main mission which is to create new value through innovation rooted in *kaori* (kaori : aroma in Japanese).

### 1.3. Main Activity

Takasago belongs as B2B (business-to-business) company, which produces products based on the other company request. Takasago has 2 sites in Indonesia which are BSD and Cikarang. BSD as the headquarter which is responsible for managing and handling the customer request related with the flavor and fragrance products.

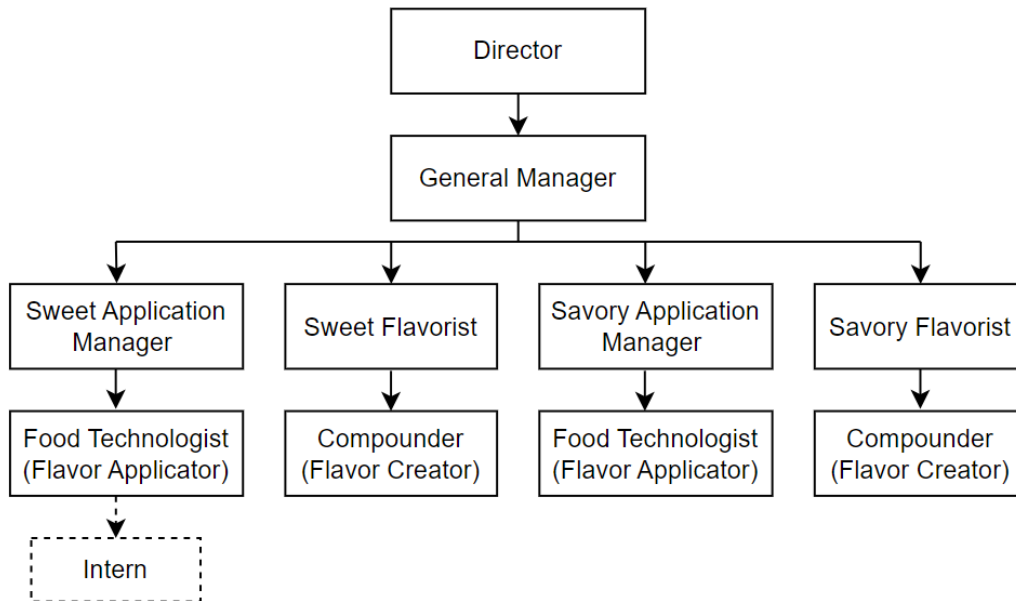


*Figure 2. Diagram of Takasago Site in Indonesia*

Cikarang as the production site that has responsibility on liquid flavor and fragrances production. This site also produced powder flavor product which called as "Micron". All of Takasago activities is started with the customer request that received by BSD site. The customer request will subsequently be sent to the site production based the type of intended product. As the product has already produced and delivered to the customer, production site will inform the accomplishing customer request statement to headquarter site. Headquarter site will subsequently send this statement to the customer.

### 1.4. Organizational Structure

PT Takasago International Indonesia is organized into three broad divisions which are flavor division, fragrance division, and general services division. Flavor and fragrance division are responsible for commercial activities of flavor and fragrances products, respectively. Meanwhile, general services division is responsible to support all activities in Takasago. Each division is led by general manager who directly reports to the director.



**Figure 3.** Organization Chart of Creative and Application Division of PT Takasago International Indonesia

Here is the organization of Creative and Application division in PT Takasago International Indonesia (**Figure 3**). Author position as intern in the Sweet Application division under Food Technologist. As a sweet application intern, the author is under the guidance of both Sweet Application Manager and Food Technologist.