

Chapter I

Introduction

1.1 History of PT. Naturalle Inti Global

PT. Naturalle Inti Global (NIG) was established in 2016 with the main focus on the beverages industry. The aim of PT. NIG is not only fulfilling consumers' demands but is also dedicated to increasing the health quality of consumers. Later on in 2018, a brand called SPORTIGO was introduced as the first Indonesian sports and health nutrition brand, which provides a range of high quality and clean products such as whey protein, pea rice protein, mass gainer, and many other protein-based products. Besides SPORTIGO, another brand called KEEP CAP was also created due to the demand of HORECA (Hotel, Restaurant, Cafe) industries for premium flavored powder drinks (coffee and tea series). Lastly, in 2022, PT. NIG has developed its specialties in toll manufacturing for many powdered products.

PT. NIG's current headquarters are in West Jakarta and has built a large network of distributors so that it can sell its products to customers all over the country. As achieving optimum life through good nutrition and proper exercise, PT. NIG's priority has always been consumers' optimum life, and most of the products were developed through much scientific research to optimize consumer's needs. The widespread success of various products such as whey protein, flavored powder drinks, and vegan protein are considered evidence of the success of this initiative. With all the products and services offered by PT. NIG, several Food Safety Management that had been employed in PT. NIG includes GMP, BPOM, and HCCP as well as Halal certifications.

1.2 Vision, Mission, and Culture

1.2.1 Vision

The vision of PT. NIG is to become the main trusted partner for customers to grow together and make a positive impact by providing the best products and services.

1.2.2 Mission

The mission of PT. NIG is to outperform the market, create substantial value and be a company that helps consumers with a better quality of products and services.

1.2.3 Culture

The culture of PT. NIG that has been employed was iHOPE. I stands for Innovative which means having problem-solving skills for the company, H stands for Honesty which means to speak and act wise in all situations, O stands for Optimistic which means dare to complete challenges with confidence, P stands for Persistent which means never giving up on responsibilities given, and E stands for Excellent which means provide consistently contribution by developing better skills.

1.3 The Main Activity

PT. NIG has specialized in powdered foods and beverages since 2016. Several products have been marketed under 2 main brands: SPORTIGO and KEEP CAP. The first brand SPORTIGO specializes in sports nutrition health, especially in the Indonesian Athlete Community. Several protein-based products have been widely accepted in the market such as whey protein blend, whey protein isolate, pea rice protein, mass gainer, and isotonic drink. The whey protein series is varied in flavors such as plain, vanilla, chocolate cookies, chocolate mousse, silky chocolate, vanilla cookies, apple cinnamon, as well as chocolate caramel. SPORTIGO aimed the business to the customer field and has opened dropship, reseller, and consignment programs to attract customers all over Indonesia. The second brand, KEEP CAP, specializes in flavored powder drinks which are aimed more into business to business such as hotels, restaurants, and cafes. There are 4 types of products offered such as barista blend, foaming cap, powder drink, and tea series. For barista blends, there are oat milk, collagen, and protein powder. For foaming caps, there are rossie velvet cap (red velvet), kokoro taro (taro),

bravocado (avocado), carameli brownie (caramel), and wheeze cheese cap (cheese). For powdered drinks, there are taro latte, red velvet latte, brown sugar, milk tea, hojicha powder, matcha powder, and avocado chocolate. Lastly, for the tea series, there are mango tea, lemongrass tea, lychee tea, peach tea, and lemon tea. Besides, there are 2 newly developed powder drinks which are lychee and mango squash.

PT. NIG has employed a multi-distribution model, meaning it has distribution agreements with several local distributors. This system aims to guarantee that PT. NIG’s goods receive extensive marketing and are available for purchase by customers across the area. Not only that, PT. NIG, especially for the SPORTIGO brand, is marketed in many e-commerce or marketplace. By applying dropship and reseller programs PT. NIG hopes that all partners and distributors might be able to collaborate to achieve profitable growth while simultaneously benefiting the bigger and larger community.

1.4 Organizational Structure

The highest position is held by the directors with several departments directly under them. The departments included are Warehouse, Production, Regulatory, Research and Development, Marketing, Quality Control and Assurance, and lastly Finance. During new product development, all departments were actively involved in making the product successful in the market. The detailed organizational structure is depicted in **Figure 1**.

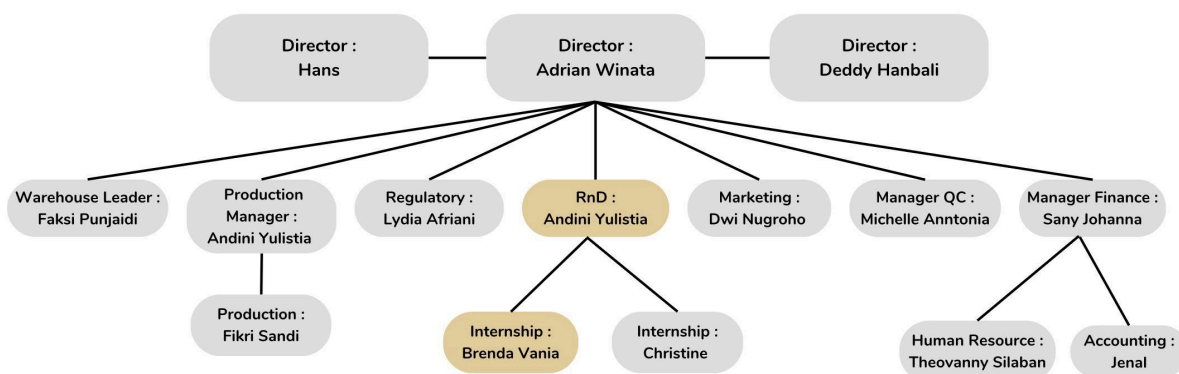


Figure 1. The organizational structure of PT. NIG

1.5 Department Explanation

As mentioned before, during the new product development, the Research and Development division will support in terms of market research, formulation, lab, and pilot scale trials, regulations, as well as sensory analysis. The Research and Development team is also in charge of the development of both new and existing products. Reformulation of both existing and new products is often done if the product proposed is rejected by the head of RnD or the directors.

Although the company has 3 brands, the Research and Development team is only one. Therefore, within the team, each member must have their responsibility due to quite hectic schedules. Moreover, the Research and Development team is also in charge of calculating the nutrition facts of each product as well as the COGS for every product. Moreover, the Research and Development team is also in charge of searching for potential or alternative suppliers or vendors in order to either buy new raw materials or substitute the existing raw materials.