

CHAPTER I. INTRODUCTION

1.1. Brief History of PT Sanghiang Perkasa

Kalbe Nutritionals or PT Sanghiang Perkasa was first established in 1982 and started to operate in 1985. As a part of Kalbe Farma group, this company operates in the health beverage and food industry. The first products that were launched by PT Sanghiang Perkasa are Prenagen, Preda, Slim & Fit, Biogen, Entrasol, and Marquis Syrup which are manufactured in the Pulo Lentut area. Kalbe Farma itself was founded by 6 siblings as a small pharmaceutical business that managed simply in their garage. PT Sanghiang Perkasa was priorly named Helios Foods which is a joint company of 3 companies named PT Enseval Putera Megatrading, PT Sanghiang Perkasa, and Bukit Manikam Sakti in 1995. The name changed into PT Sanghiang Perkasa in 1996 and was introduced as Kalbe Health Foods Division and known as Kalbe Nutritionals starting from 2007. Started from this small business, PT Sanghiang Perkasa as a company that provides better nutrition for people became one of the most reputable companies in Indonesia.

In the year 1986 itself, PT Sanghiang Perkasa widened their business by signing an import agreement with a Japan company called Morinaga and launched their product called Morinaga BMT. The next year, Sanghiang launched Milna Baby Biscuit to support the children's growth. As time goes by, Kalbe Nutritionals now have launched more and more products such as Peptisol, Diabetasol, Nutrive, Fitbar, Zee, and HydroCoco. From the early 2000, the company focused their market in the offline trade market like in the supermarket or hospital and pharmacies. However, with the development of technology and demand by market, Kalbe Nutritionals' product can be bought in the online market too.

1.2. Vision and Mission

As a company that focuses on providing healthy food and drink, Kalbe Nutritionals actively continues to develop their nutritious products, in order to sharpen their commitment in the sector. Kalbe Nutritionals continues to strive and develop to provide products with the best quality for the consumer to carry out their company mission, “Providing Best Nutrition Solution for a Better Life”. By imparting this mission with full confidence, Kalbe Nutritionals grows and ensures that all their products are developed responsibly to give the goodness of life to more people in Indonesia and throughout the world. Becoming a global nutrition company that leads the market in Indonesia that is driven by innovation, strong brands and excellent management is the vision of Kalbe Nutrironals. With great commitment in the company, they believe they can reach their vision along with their journey.



Figure 1. Logo of Kalbe Nutritionals

From the logo of the company itself, the double strand DNA shape illustrates Kalbe’s concern with fellow humans and their commitment in dedicating their work in science to enrich people’s lives (Better Life for People). The green color symbolizes the innovation and growth of their company, and also looks more relevant and modern. The different size of people in the logo illustrates the growth and care of Kalbe Nutritionals. In order to implement their vision and mission, Kalbe Nutritionals was guided with their core values, called Panca Sradha. These values include, trust is the glue of life, mindfulness as the foundation of their action, innovation as the key for their success, striving to be the best, and interconnectedness as their universal way of life.

1.3. The Main Activity

Kalbe Nutritionals is a B2B (Business-to-Business) and B2C (Business-to-Customer) company, where they focus on health food and beverages. Their business is divided into 7 different nutritional divisions, namely Nutrition for Woman that includes Prenagen, Lovamil, and Slim & Fit as their products, Nutrition for Infant that includes Morinaga products, Nutrition for Special Needs that includes Diabetasol and Nutrive Benecol, Nutrition for Healthy Lifestyle that includes Zee, Fitbar, and Fitchips, Nutrition for Baby that includes Milna products, Nutrition for Adult that includes Entrasol products, and Beverage that includes HydroCoco and HiC 1000.

In order to provide best nutrition, the product development and research are being carried out by the nutritionist and food technologist. The empowerment of providing the best products for the consumers begins with the selection of process and raw materials used for manufacturing the products, the storage system, warehousing, distribution mechanisms, and marketing strategies, also services for the customers which controlled well by the company to make sure the quality of the products can be maintained well. They improve their products by implementing the consumer insights and the current trend, so their products can satisfy the consumer, as well as compete in the market. Kalbe Nutritionals ensures that the products that enter the market have undergone laboratory tests and strict quality control that meet the regulatory requirements in Indonesia. They keep trying to give an affordable and best quality of nutritious products to the consumers.

1.4. Organizational Structure

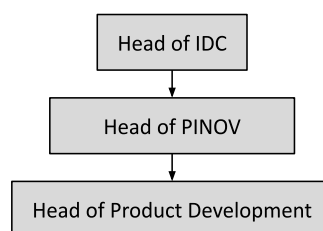


Figure 2. Organizational Structure of Innovation and Development Center PT Sanghiang Perkasa

Innovation and Development Center is a division of product development in PT Sanghiang Perkasa - Kalbe Nutritionals. This division focuses on developing new products or existing products of Kalbe Nutritionals. From *Figure 2.*, the structure started with the Head of Innovation and Development Center, then head of PINOV as the one who was responsible for the development of the products, and lastly the head of each department of product development that was responsible for each of their division's product.

1.5. Product Development-Powder Children Department

The author worked as an intern for PT Sanghiang Perkasa. During the internship period, the author was given the opportunity to work in the product development powder children division, specifically as the one who develops the base of the products. The product development powder children division has a responsibility for the development of Zee, Milna, and Morinaga products. This division is headed with Mrs. Juli Astuti as the senior head of powder children that is responsible for all of the work and progress of the children's products. Then the head of powder children division is responsible for guiding and reporting the progress of their division to the senior head of powder children. Continued with each supervisor that needs to guide their subordinates' work. The author works directly with the senior head of powder children who becomes her supervisor and Ms. Rahma Auliarisya with the position of product development powder children staff as her mentor.

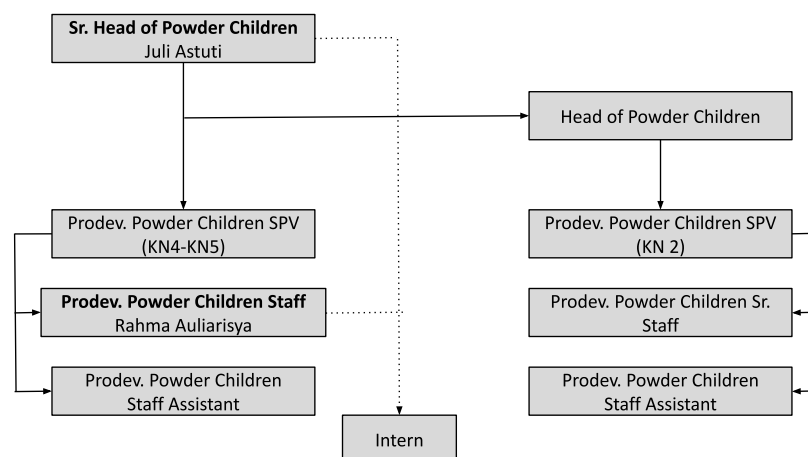


Figure 3. Organizational Structure of Product Development Powder Children Division