

CHAPTER I. INTRODUCTION

1.1 Brief History

PT XYZ is a beverage company founded on October 23, 2008. PT XYZ specialized in the fast moving consumer goods (FMCG) industry, with a primary focus on water and carbonated soft drinks (CSD) products. With a total manufacturing area of approximately 7.4 hectares in Ciherang, Bogor, West Java, the factory of PT XYZ includes office, production, warehouse, utilities, water treatment plant, and areas designated for future expansion. Aside from the main factory, PT XYZ has branch offices in BSD, Tangerang, and Thamrin, Central Jakarta.

PT XYZ ensures that all of the products use fully automated machines that adhere to strict standards of hygiene, GMP, and are certified as Halal. Furthermore, PT XYZ strives to boost its revenue growth by actively developing new products and marketing its products both domestically and internationally. Recently, the company has also achieved ISO 22000:2018 certification, emphasizing its commitment to food safety and quality.

1.2 Vision and Mission

The vision of PT XYZ is to become the leading fast moving consumer goods company with sustainable growth. Furthermore, the company's mission is to:

1. Provide innovative product to fulfill consumer needs and want consistently
2. Engage high performance employees inline with corporate value
3. Embrace Corporate Social Responsibility

1.3 Main Activity

PT XYZ primarily focuses on their CSD and water products while also providing toll manufacturing service. There are two different lines for the CSD production, one for cans and the other for one way bottles which operate with machinery, and are able to produce 400 cans and 200

bottles per minute with the product specification of 330 mL and 250 mL for cans, and 250 mL for bottles.

PT XYZ actively develops their brand by focusing on quality assurance, expanding their market efforts, constantly developing new flavor variants, and refining existing formulations to enhance quality and market value. In doing this, PT XYZ maintains a close collaboration between its factory in Bogor and its marketing office in BSD, Tangerang.

1.4 Organizational Structure

PT XYZ consists of eight departments, each collaborating with varying roles and responsibilities. These departments include human resources, logistics, production, safety, PPIC, engineering, quality management, and research and development (R&D). The structure is depicted in

Figure 1.

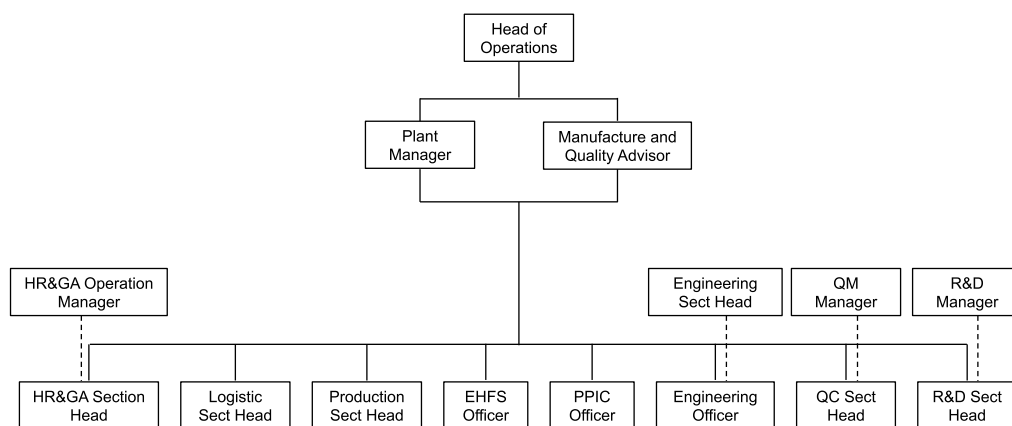


Figure 1. Organizational structure of PT XYZ

1.5 Research and Development Department

The author was working in the research and development (R&D) department. The work tasks of R&D range from developing new products and packaging, improving and reformulating the existing products to meet consumer preference and cut cost demand, troubleshooting sources of problems, and conducting tests such as stability and shelf life tests and physicochemical and sensorial analysis. The resulting data was then analyzed for further discussion with the supervisor and advisor.