

CHAPTER I. INTRODUCTION

1.1 Brief History

PT Anagata Alami Indonesia is a subsidiary company of ESA Sampoerna Group. It started in 2020 and mainly focuses on producing food and beverage products. ESA Sampoerna was established in 1913, and its founding father, Liem Seeng Tee, initiated an excellent vision for the company to grow mutually beneficial businesses and enhance countless people's lives. Liem Seeng Tee transformed the small firm into a large and reputable enterprise with his unfailing loyalty, finely honed skills, and remarkable leadership. ESA Sampoerna Group was established as an agricultural enterprise, with tobacco as their first commodity. In over a century of operation, they have consistently demonstrated that expanding agricultural commodities is just as crucial as ensuring mutual relationships with their partner farmers across Indonesia.

PT Anagata Alami Indonesia has two commercialized products: tomato marinara sauce and healthy juice, namely "Cucina" and "VouRed" sequentially. Both products are produced in their production plant at Panjang Jiwo, Surabaya.



Figure 1. Cucina (Tomato Marinara Sauce)



Figure 2. VouRed (Healthy Juiceshot)

However, those products contain 100% natural products. Cucina is a ready-to-cook tomato marinara sauce without preservatives, flavors and artificial sweeteners. It has a balance of sourness,

sweetness, and saltiness, with a highlight of freshness from their main ingredient, which is tomatoes. However, it can be consumed every day and anytime since they use fresh and natural ingredients. In addition, VouRed is a juice shot that is made from 100% natural ingredients, without any preservatives, flavor enhancers, and sweeteners, and processed using triple wash technology, cold-pressed juice, multilevel filtering technology, homogenizer (Turrax mixer), hygiene filling-bottling-capping, and blast freeze. Hence, VouRed has many health benefits, such as controlling blood sugar, boosting our immune system, and maintaining our blood pressure.



Figure 3. *Logo of PT. Anagata Alami Indonesia*

1.2 Vision and Mission

The company has dreams and passion as their motto. Their dream is to feed the world in a mutually beneficial way for all stakeholders. Meanwhile, their passion is to have a sustainable business with a strong foundation of relationships between stakeholders (Enable, Sustain, Accelerate).

1.3 Main Activity

PT Anagata Alami Indonesia focuses on the production, branding, and marketing of Cucina and VouRed. This company also has ongoing projects that are still under development, which are ready to brew coffee, isotonic drink, and fruit jam. Cucina and Voured are produced at their production plant at Panjang Jiwo, Surabaya. They are available in Surabaya and Jakarta's supermarkets, such as Ranch Market, Hokky, Papaya Fresh Gallery, Bonnet, The Gourmet, Club Sehat Healthy Grocery Store, and Jakarta Fruit Market Pluit. The products are also available on e-commerce such as Tokopedia and Shopee. For the branding strategy, this company is actively participating in a bazaar event held in Tunjungan Plaza Shopping Mall Surabaya in August and October, which is

ProjectXMarket, and other existing events. PT Anagata Alami has focused on B2B selling in large MOQ. While developing the product, this company also found the best flavor house, machine, and food additives supplier to support their product.

1.4. Organizational Structure

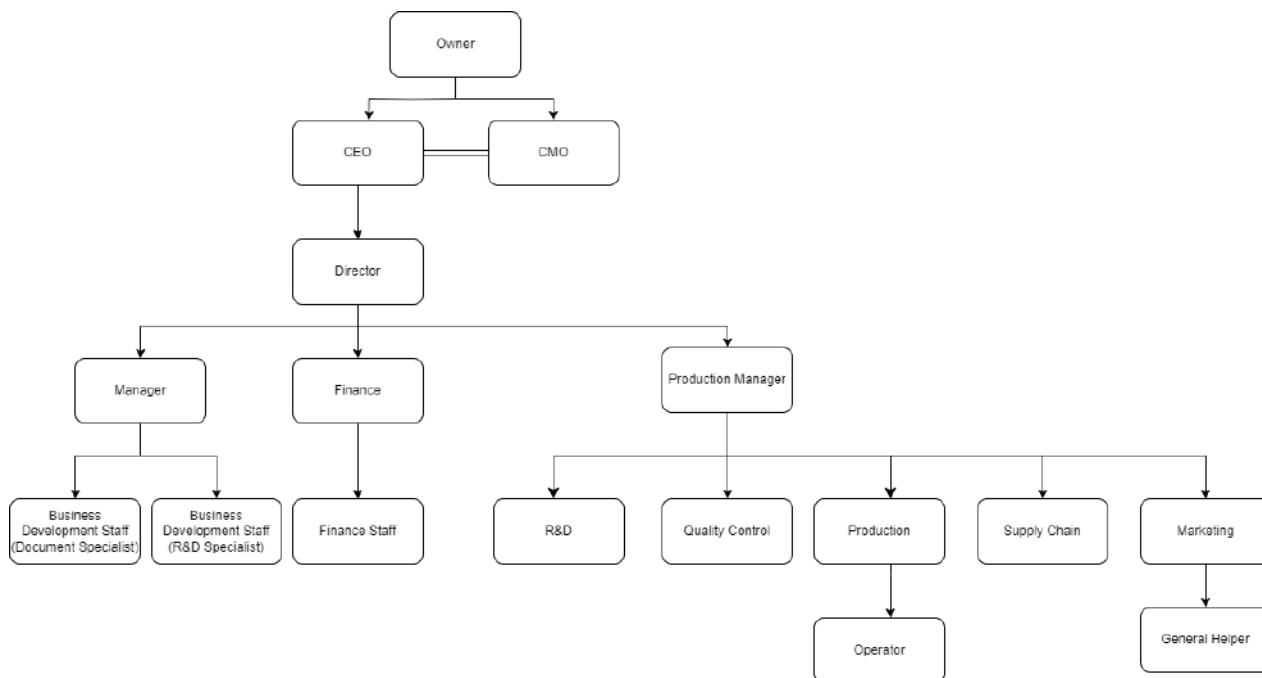


Figure 4. Organizational Structure of PT. Anagata Alami Indonesia

Figure 4 depicts the overall organizational structure of each department at PT Anagata Alami Indonesia. This company has six departments that work together to handle the overall business and duties. Each department has different roles and responsibilities. Business Development, Finance, R&D, Quality Control, Production, Supply Chain, Marketing, Operator, and General Helper are the departments. Furthermore, the author is interning under the Business Development Staff (R&D Specialist).

1.5 Student's Unit or Department

The author works with the business development department under the R&D division during this internship. There are two staff in the Business Development department divided into two main divisions, which are R&D and documentation. Five people are in the Business Development Team within the internship, including two staff and three interns. However, this department also supports

the development of the business to grow it by increasing the company's client relations, supervising the company's growth, analyzing the target market, and creating sales target projections and revenue estimates. Furthermore, the R&D division also does physicochemical analysis such as °Brix, pH, and sensory properties.