

## INTRODUCTION

### 1.1 PT Nutrisi Harapan Bangsa

PT Nutrisi Harapan Bangsa, or better known for their market brand called STRIVE, is a company mainly focused on sport nutrition. This company was founded in 2017 by sports enthusiasts that wanted to provide products that can be used for athletes or other sports enthusiasts to fulfill and help with their dietary intake. Hence, the birth of the brand STRIVE. Now, the company is located in Bantar Gebang, Bekasi and is managed by two of the founders, Mr. Eduardus Aditya Bawono and Mrs. Ariane Eileen Suhardjo.

Being a sports nutrition company, the main focus is to provide delicious foods that are high in nutritional value and can help fulfill the needs during physical activity. The first ever product that was launched by PT Nutrisi Harapan Bangsa was an energy bar made mostly out of dates and oats. Both of the compositions in this energy bar is what made STRIVE energy bar different from the other brands. The oats and dates provide enough energy for athletes or sports enthusiasts to maintain endurance during their high intensity exercise and the launch of this product helped athletes all across Indonesia to get their nutritional needs from a local brand instead of imported ones.

Currently, STRIVE has other products focusing on sports nutrition. Several other products of STRIVE that can already be found in the market are: STRIVE MEE, a high protein instant noodle, perfect for those who just finished their exercise and want something high in protein fast; STRIVE energy gel, used for maintaining stamina for endurance athletes; and lastly, their STRIVE protein bar, a high protein snack that can be used to fulfill the daily protein requirement for athletes. All of these products can be found in retail stores such as Rodalink, Decathlon, Ranch Market, Farmers Market, and Food Hall and e-commerce websites such as Shopee, Lazada, Tokopedia, and TikTok Shop. Not only are they making their product as accessible as possible, they also participated in sporting events such as Tangsel Marathon, Gajah Trail Run 2023, Sharun, SAC (Student Athletic Championships), and other sporting events. Their involvement in these types of events is helping athletes get the support they need and educate more people about sports nutrition.

### 1.2 Vision and mission

- Vision
  - To contribute in making Indonesia be the leading nation in sport and support the growth of athletes.
  - Inspire people through our product to obtain their own form of accomplishment.
- Mission
  - Contributing to sporting events to provide products focused on sports nutrition.
  - To provide products that can optimize sports performance during high intensity exercise.
  - Support athletes with our products to help achieve their nutritional needs.

### 1.3 Main Activity

All of the production for their energy and protein bars are made in PT Nutrisi Harapan Bangsa, whereas their other products such as their instant noodles and energy gels are produced elsewhere. To help fulfill the consumer demands, the production starts on Monday until Friday from 8 am until 5 pm. Production is different every day, the flavor that has less available stock or higher demand at that time, will be prioritized during the production process.

The factory itself is divided into 4 rooms, each room is made to cater to their assigned purposes. The first room is called the 'storage room', this is where all of the raw materials are stored. The next room is the 'production room', the production team will take out all the needed materials from room 1 and then bring it to room 2 so the production process could happen. The production room is divided into 2 sections. The first section will be for the weighing, grinding, and roasting process. The second section will be for mixing all of the ingredients together to form a dough and then forming the bars, either by using a mold or by an automatic line machine with a set shape and size. All of the dough will be moved to the next room, the 'packaging room', where the bars are all packaged into their respective packaging and then stored.

The products available at PT Nutrisi Harapan Bangsa also cater to people who would prefer to have a healthier food alternative. Below are the products that are produced and distributed by PT. Nutrisi Harapan Bangsa.

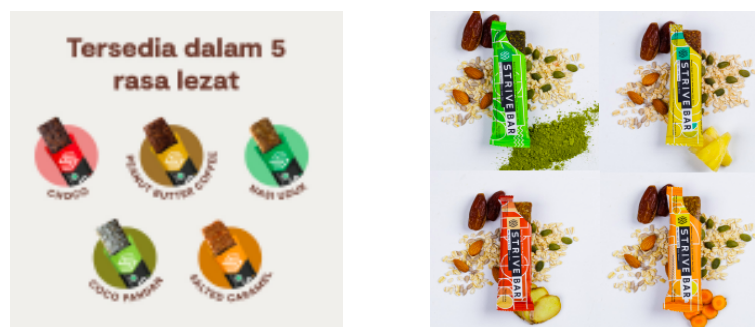


Figure 1. STRIVE energy bars

STRIVE started by launching 5 flavor varieties of energy bars that are made mostly out of dates and oats, the flavors were: choco, salted caramel, coco pandan, peanut butter and coffee, and nasi uduk. These are an all natural energy bar, meaning there are no preservatives involved in the making, the texture was made to be chewy and moist to ease the eating process of athletes and sports enthusiasts when consuming the product during exercise. Later on, 4 new flavors were launched: pineapple, green tea, ginger, and turmeric. All of the energy bars were made into 2 sizes (40 grams and 20 grams)

Next product was the protein bar, having a more dry and crunchy texture than their counterpart. This product is made out of soy protein isolate, date paste, oats, and peanut butter. Each bar consists of 24 grams of protein and it comes in one size which is 60 grams and 3 different flavors: Original, Blueberry, and Coffee Hazelnut. Similar to the energy bar, the protein bar is made with all natural ingredients and therefore no preservatives are used.



Figure 2. STRIVE protein bars

Because this is an up and coming company, the factory is not yet able to produce all of the products shown below. Hence why a collaboration is needed, the STRIVE Energy Gel and STRIVE MEE are outsourced from different companies. Even though the production of both of these products is not in PT. Nutrisi Harapan Bangsa, it has been made sure that the products are up to standard and is made exactly for its intended purpose. The STRIVE Energy Gel is made to give an energy boost during exercise and that is why it contains caffeine, BCAA, maltodextrin, electrolytes, dates, guarana, and ginger extract. The first ever flavor to be produced was pineapple. Now, the STRIVE Energy gel consists of 3 flavors which are pineapple, mango, and passion fruit.



Figure 3. STRIVE energy gel

Furthermore, STRIVE also collaborated with other companies to produce healthy instant noodles that is high in protein (1 serving consisted of 12 grams of protein). The noodles are not fried, using all natural ingredients, no MSG, making it healthier than other instant noodles varieties. This product was designed for people who wanted a quick easy protein meal. It has 2 flavors: Mie instan goreng and Mie instan kuah rasa ayam bawang.



Figure 4. STRIVE instant noodles

#### 1.4 Organizational Structure

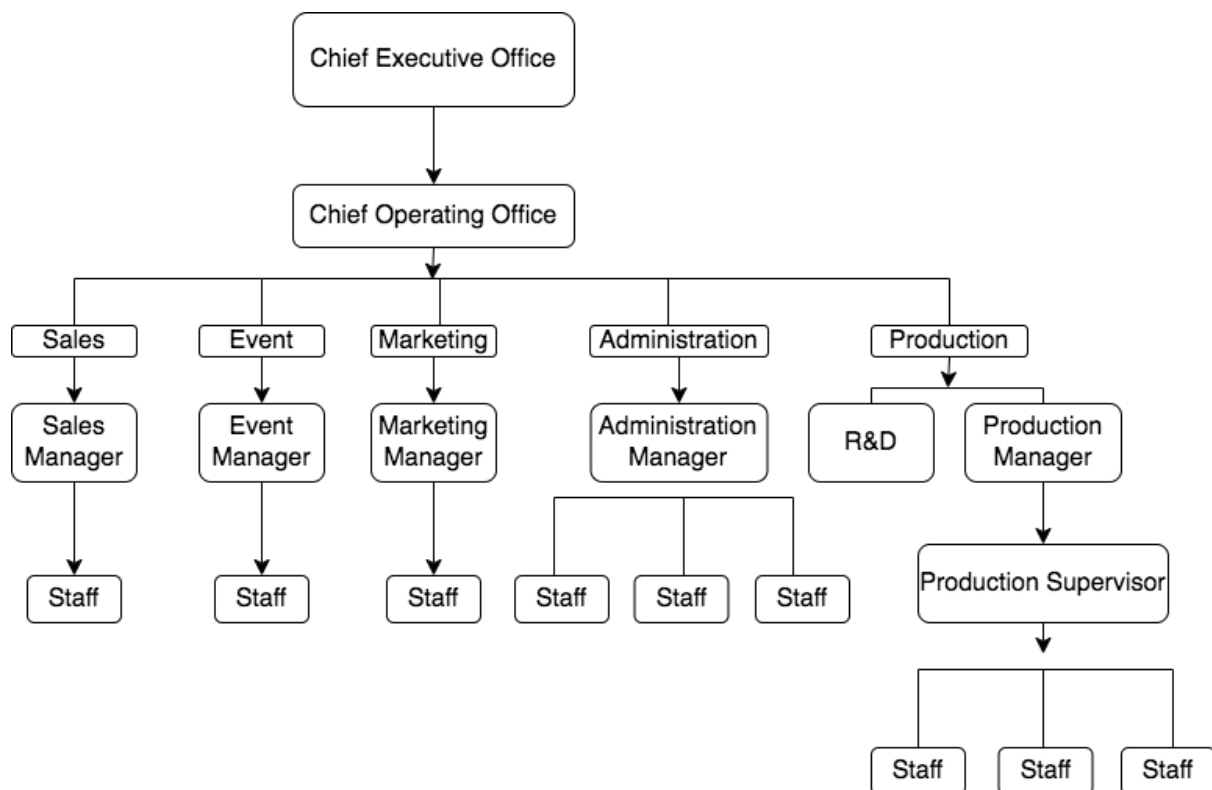


Figure 5. Organizational Structure

The organizational structure in STRIVE is led by the Chief Executive Officer (CEO). Under that, there is the Chief Operating Officer (COO) that supervises the 5 divisions below it. The 5 divisions consist of Sales, Event, Marketing, Administration, and Production. Each division has their own manager and staff. Each division manager have to report to the CEO and COO and all of the important decisions are decided by them with the knowledge and agreement from the CEO and COO.

#### 1.5 Internship Department

Since PT. Nutrisi Harapan Bangsa does not have one specific department for interns, the workload for interns could vary a lot. Starting from being responsible for research and development to handling all the documents that were not available before such as SOPs to handling the product regulations. The author also helped with the production process and the packing process of online orders.