

# ENRICHMENT PROGRAM REPORT

## Sales Enhancement through Standard Operating Procedure Enhancement at PT. Indesso Niagatama

STUDY PROGRAM  
**Food Science  
& Nutrition**

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**INTERNSHIP REPORT**  
**Sales Enhancement through Standard Operating  
Procedure Enhancement at PT. Indesso Niagatama**

By  
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Submitted to

i3L – Indonesia International Institute for Life Sciences  
School of Life Sciences

in partial fulfilment of the enrichment program for the Bachelor of  
Food Science and Nutrition

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Jakarta, Indonesia  
2024

## Approval Page



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### Certificate of Approval

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Cohort : 2021  
Title of Enrichment Program project : Sales Enhancement through Standard Operating Procedure Enhancement at PT. Indesso Niagatama

We hereby declare that this EP project is from student's own work. The EP Report has been read and presented to i3L's Examination Committee. The EP has been found to be satisfactory and accepted as part of the requirements needed to obtain an i3L bachelor's degree.

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Submitted to  
Indonesia International Institute for Life Sciences (i3L)

I, Bernadeth Caecilya Anggraini Halim, do herewith declare that the material contained in my EP Report entitled:

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Date : 17 November 2024

## ABSTRACT

The company is a business-to-business (B2B) company that specializes in sustainability and natural products. Founded in 1968 in Baturraden, Purwokerto, Central Java, the company has grown steadily over the years. During the internship, the author was assigned to the Sales Department and worked mostly on the Standard Operating Procedure Guidebook enhancement project. The sales division booklet is a document specifically designed to help salespeople address client requests for bespoke products. Several changes were made to each section of the booklet. From 15 to 24 product kinds with a manufacturing procedure. The general information is also condensed to improve clarity. The booklet helps both the sales department and other departments that deal with consumer demands. During a five-month internship, the author received expertise in developing both soft and hard skills, such as Salesforce, Excel, writing, and project management. The author also improved on their adaption, social skills, time management, and critical thinking. In conclusion, the author designed a Sales Division Booklet, which increased efficiency and collaboration. The experience also helped me enhance my critical thinking, time management, and flexibility skills. Future recommendations include systematic mentoring and cross-departmental collaboration.

**Keywords:** *booklet, booklet improvement, collaboration, sales division Booklet, skill development*

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## CHAPTER I. INTRODUCTION

### 1.1. Company Profile

Indesso is a business-to-business (B2B) company that focuses on sustainability and natural products. The company operates as a distributor, manufacturer, and developer of creative solutions, which contributes to its continuous growth. Indesso is organized into seven groups, each with specialized expertise. For example, Indesso Aroma concentrates on production, Indesso Niagatama handles distribution, Indesso Culinaroma International offers savory solutions, Indesso Sanavia offers functional ingredients, Indesso Tanzania manufactures clove oil, Indesso Singapore handles export trade issues, and Indesso Malaysia concentrates on regional cuisine.

The word "Indesso" is derived from "Indonesian Essential Oil." Established in 1968 by Robertus Hartanto Gunawan in Baturraden, Purwokerto, Central Java, the company has shown consistent growth over the years. Eugenol was the first product that Indesso produced when it started manufacturing derivatives of clove oil in 1992. Over time, it expanded its portfolio to include other derivatives as well as essential oils such as patchouli, nutmeg, and citronella. The company first entered the botanical extracts industry in 1994 with tea, coffee, and chocolate extracts. Afterwards, it added turmeric, ginger, red ginger, and vanilla to its lineup. In 2008, Indesso further diversified by establishing itself in the market for savory ingredients and spices through Culinaroma, which is now a stand-alone business that has started to grow into the foodservice sector.

### 1.2. Vision and Mission

The main goal of the company is to "Unlock nature through science and innovation to enhance taste, scent, and wellbeing for life essentials." Each group also has a distinct vision and mission that guides its operations. For instance, the vision of PT. Indesso Niagatama, the company where this internship was completed, is "To be the most preferred partner in the Indonesian FMCG value chain." Its mission is defined as "Delivering top-tier specialty and nutritional ingredients to empower Indonesian FMCG industries supported by service excellence."

### 1.3. Company Activities

Indesso's products are categorized into four primary groups: Aroma Ingredients, Taste & Wellness, Food & Savory Solutions, and Specialty Ingredients, alongside its several business divisions.

#### 1.3.1. Aroma Ingredients

The company concentrates on enhancing natural components in the Aroma components market. This category includes aromatherapy blends, essential oils, and

fragrance compounds. Leading the world in the manufacturing of Indonesian essential oils and aroma compounds, Indesso specializes in providing natural and nature-derived substances that improve taste, magnify particular scents, and offer practical advantages to a range of sectors. Indesso's aroma components are widely used in the taste and fragrance industries, aromatherapy, cosmetics, personal care products, and pharmaceuticals.

### **1.3.2 Taste & Wellness**

Indesso's Taste & Wellness section specializes in the manufacturing of Indonesian plant extracts and CO<sub>2</sub> extracts. These botanical extracts enhance the flavor profile of food and beverage applications while providing functional and advantageous qualities relevant to multiple industries. Aside from the food and beverage industry, these extracts are employed in cosmetics, nutrition, pharmaceuticals, agriculture, and animal feed, illustrating their versatility and extensive advantages. In this category, Indesso sell botanical extracts, functional extract, and nutraceutical blends.

### **1.3.3. Food & Savory Solutions**

Through Culinaroma, Indesso is committed to help its clients adjust to the expanding market in light of the always changing trends in the food and beverage sector. Culinaroma has recently broadened its product line to encompass complete Food and Beverage solutions, drawing on years of experience in creating unique spices and savory ingredients. This category involves seasoning and savory ingredients, food service, and total solution.

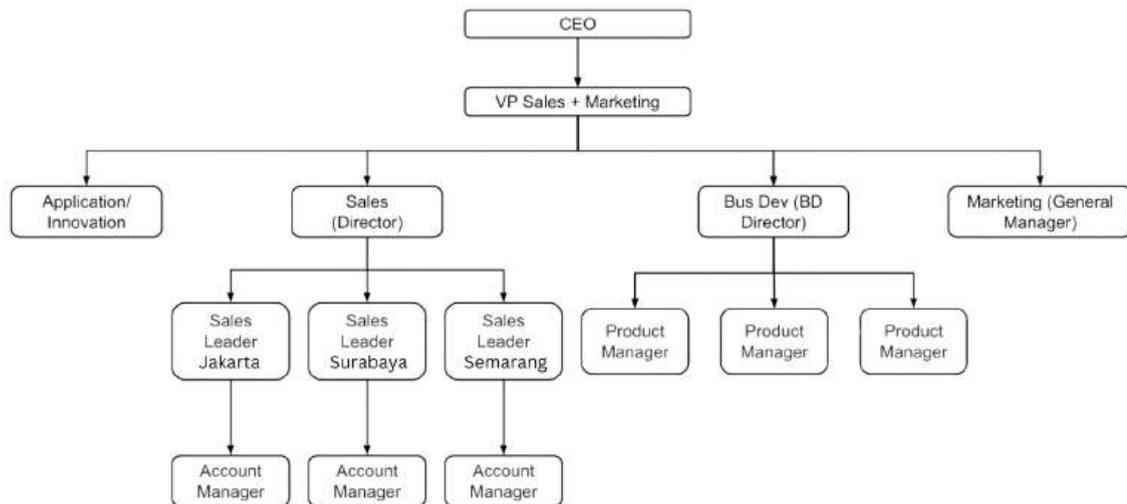
### **1.3.4. Specialty Ingredients**

For product distribution and marketing in Indonesia, Indesso collaborates with a number of top specialty ingredient companies worldwide. Together with our solid application and innovation skills, we are prepared to help our clients create a wide range of product applications. This sector includes a variety of product portfolios from top-tier partners (dairy components, natural color, flavor, etc.).

## **1.4. Description of Student's Department**

During the internship, work was undertaken in the sales department, which plays a vital role within the organization. The department's responsibilities include identifying potential clients, tracking client projects, conducting follow-up visits for ongoing projects, and managing sample requests until the desired outcomes meet client expectations or specifications.

Figure 1 illustrates the organizational structure of the sales department, which is comprised of several interconnected divisions that collaborate frequently to achieve departmental and corporate goals.



**Figure 1.1** Sales department organizational structure

The application team at Indesso is tasked with developing product formulations tailored to specific customer requests. The marketing department supports the business by promoting Indesso's products and services. Meanwhile, the business development division focuses on company growth through strategic initiatives, collaborations, and market expansion efforts.

At the head office in Tanah Abang, the sales operations are overseen by the Sales Director, who also served as the field supervisor during the internship. The sales team at this office consists of 13 professionals in various roles, including directors, branch managers, senior account managers, commercial managers, account managers, technical sales managers, and technical sales representatives. The sales department employs relational and consultative selling strategies to foster and maintain strong relationships with clients.

Relational selling, currently experiencing a transitional phase, is influenced by trends that both challenge and reinforce the need for strong in-person connections. A key approach within relational selling involves providing clients with tailored solutions, positioning sales professionals as value creators rather than mere collaborators. This evolution reflects broader shifts within the service economy, with an increased focus on customer-centric strategies (Arli et al., 2017).

## CHAPTER II. INTERNSHIP ACTIVITIES

### 2.1. Working Condition

During the internship, daily working hours were from 8 a.m. to 5 p.m., totaling nine hours each day. The author was assigned specifically in the Sales Department and more focused on the Standard Operating Procedure Guidebook enhancement project. This project was carried out from July 1st 2024 until 29th November 2024. Outside of working the project was occasionally occupied with irregular responsibilities while awaiting feedback or adjustments to the sales division booklet from the supervisor.

### 2.2. Internship Task & Experience

#### 2.2.1. Irregular Task

These activities included one occasion of accompanying a client visit, a routine practice for sales and marketing employees. Client visits serve various purposes, depending on the objectives, such as promoting products and services, finalizing project agreements, engaging in project discussions, or addressing other significant matters. The subjects to be discussed are often outlined in advance of the scheduled meeting with the customer. Following that, the salesman visits the client's location to conduct the discussion in accordance with the initial visit objectives.

The Product Manager gave the topic for the article, which was about the benefits of red ginger. The author was in charge of creating the article's outline and drafting the content of the article. Once the first draft was finished, it was sent to the Product Manager for input and adjustments. Following this process, the finalized version was given to the Marketing Communication team, who improved the article's clarity and formatting. After all adjustments were made, the article was published on Indesso's internal website.

Additionally, assistance was provided in organizing client data using the Salesforce platform. Salesforce serves as a project management tool, enabling teams to monitor ongoing projects and store customer information. The platform includes an application request feature, where sales representatives submit product requests tailored to customer needs. These requests are directed to the application team, which formulates the required product and ensures its delivery to the customer. If the formulation requires adjustments, the sales team often visits the client to identify and resolve the issue, sometimes in collaboration with the marketing team and the application team. The nature of client visits and their outcomes is determined by the specific goals involved.

Organizing client information in Salesforce needed close collaboration with the Sales Admin team. The majority of the customer data that needs to be uploaded and updated in Salesforce is in the files of the sales administrators. The Sales Administration team began the process by providing an Excel file with client data. The author was in charge of entering this data into Salesforce while making sure that client records were formatted correctly because not all of the entries were structured. Correcting punctuation, capital and lowercase characters, and other formatting irregularities were among the formatting changes.

The author took the initiative to get in touch with the appropriate Area Manager, who was in charge of the client account, if specific client information was absent from the Excel file that was supplied. This was carried out through in-person meetings or emails. In certain cases, further information was obtained through internet research. The data was updated in Salesforce after it was complete, organized, and confirmed. Once the assignment was completed, the author notified the Sales Admin team to ensure that the adjustments had been successfully completed and put in the system.

### **2.2.2. Regular Task**

One significant long-term project, approximately up to 4 months, undertaken during the internship involved improving the sales division's booklet. This booklet functions as a Standard Operating Procedure (SOP) and a practical guide, enabling the sales team to address customer needs more systematically and effectively. It includes essential information for clients alongside detailed descriptions of 24 product categories, manufacturing workflows, ingredients, and related procedures.

In this project, the author includes the types and categories of products that are featured in the booklet, along with the manufacturing procedures for each of those categories. This procedure required communication and cooperation with the Head of the Application Team and the Technical Sales team. The author organized and refined the outline and key insights from the Technical Sales team and the Head of the Application Team into flowcharts that are easy to read and comprehend. These flow charts were developed to improve comprehension and usability during sales and client interactions.

The internship experience provided valuable exposure and learning opportunities. It enhanced understanding of the professional environment, enabling the development of critical hard and soft skills necessary for success in the business and marketing domains. Despite the sales division not being directly aligned with academic specialization, the experience offered new insights and perspectives that will prove beneficial in future professional endeavors.

### **2.3. Theory and Practical Comparison**

During the internship, the tasks centered on the fundamentals of developing a product category, which did not necessitate a thorough understanding of food additives. Nevertheless, the general information learned in classes like Food Chemistry and Food Additives was beneficial. For instance, foundational principles about how certain additives behave under specific conditions, such as temperature sensitivity, were applied. This knowledge was utilized to address possible quality problems in the booklet's manufacturing process section, specifically how temperature changes may affect flavorings and colorants, which in turn may impair the stability and performance of the final product. Similarly, topics covered in Quality Management and Food Legislation, particularly principles of Hazard Analysis and Critical Control Points (HACCP), supported the integration of control points into the sales division booklet. While the specific application of these principles differed in the workplace, the theoretical knowledge proved instrumental.

### **2.4. Challenges**

The internship's supportive work environment played a significant role in ensuring tasks were completed without major obstacles. The team fostered a collaborative atmosphere, characterized by approachability, expertise, and minimal hierarchical barriers. Colleagues consistently made time to assist when required, contributing to a relaxed and cooperative workspace.

Transportation was the main obstacle encountered during the internship. The considerable distance between the house and the workplace, combined with heavy rush hour traffic, required alterations. Using public transit, such as the LRT, which was less affected by traffic, or leaving early to prevent delays were two ways to lessen this.

## CHAPTER III. PROJECT DESCRIPTION

### 3.1. Introduction

The sales division booklet is a specific manual created to assist salespeople handle client requests for customized products. It serves as a Standard Operating Procedure (SOP), allowing the sales staff to gather and arrange client data in a methodical manner. General client information and comprehensive information about the desired products make up the two main sections of the booklet.

The general information segment contains information on the client, the project type, the desired end product, the BPOM (Indonesian Food and Drug Authority) food category, and other pertinent information. There are a total of 24 product types in the comprehensive information segment, which is divided into three primary product groups: beverages, sweets, and savory products. Each category includes thorough information regarding ingredients, potential applications, processes, and manufacturing methods.

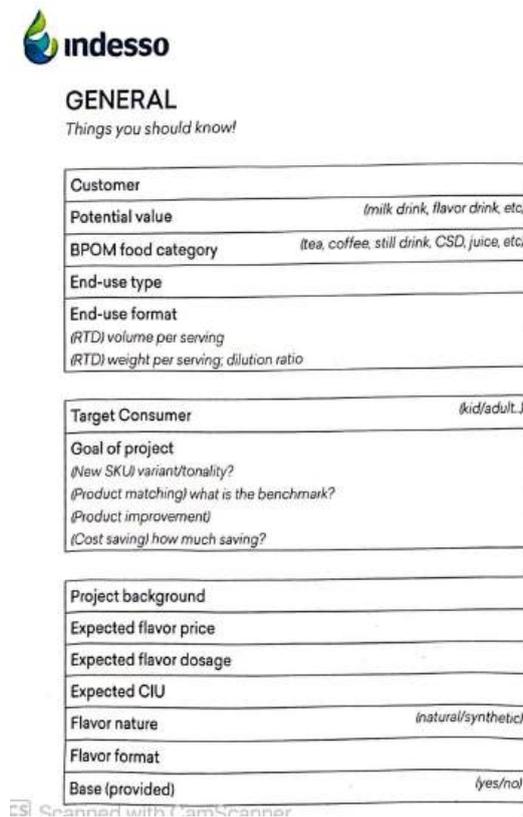
Prior to the adjustments, the guidebook was underutilized, and its structure was based on another organization's guidebook, which had a format that did not suit this company's demands. For instance, there were differences between the application request product types utilized in Salesforce. The product types from the other company varied greatly, making it difficult for various divisions. Salespeople, in particular, struggled because the booklet's product categories differed from the application request categories in Salesforce. For example, the prior booklet classified a product type as "Hot Drink Coffee," while Salesforce categorized it as "RTD Coffee."

Furthermore, the General Information section of the previous version of the booklet contained unnecessary inquiries about the client's factory profile rather than focused on the client's specific demands. This misalignment caused further challenges for the application team, as the responses gathered were insufficiently relevant or valuable for their purposes. Recognizing these challenges, the company saw the need for an improved guidebook that would streamline processes and make the booklet more straightforward for salespeople to use.

The author revised the guidebook by synchronizing its product categories with those in the Salesforce application request system. Furthermore, the author changed several inquiries in the General Information section to make it less difficult for clients to respond while also providing more information to the application team. To assist salespeople better understand the company's product categories, the author includes the manufacturing process for each category as well as essential key points that are important for both salespeople and clients.

### 3.2. Result and Discussion

Standard Operating Procedures (SOPs) are essential for companies in order to maintain consistency, efficiency, and quality in their operations (Latief & Riantini, 2020). In sales, SOPs provide explicit instructions that assist teams in carrying out operations consistently, reducing errors and increasing productivity. They also act as effective educational resources for new employees, allowing for faster onboarding and lower training expenditures (Chang, 2023).



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**GENERAL**  
*Things you should know!*

Customer	
Potential value	<i>(milk drink, flavor drink, etc)</i>
BPOB food category	<i>(tea, coffee, still drink, CSD, juice, etc)</i>
End-use type	
End-use format	<i>(RTD) volume per serving (RTD) weight per serving, dilution ratio</i>
Target Consumer	<i>(kid/adult.)</i>
Goal of project	<i>(New SKU) variant/tonality? (Product matching) what is the benchmark? (Product improvement) (Cost saving) how much saving?</i>
Project background	
Expected flavor price	
Expected flavor dosage	
Expected CIU	
Flavor nature	<i>(natural/synthetic)</i>
Flavor format	
Base (provided)	<i>(yes/no)</i>

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**Figure 3.1** Previous booklet general information

The General Information section had minor modifications to simplify client-salesperson interactions. Previously, as shown in Figure 2, the structure lacked some elements such as corporate information, target consumer information, and flavor information. Furthermore, the flavor-related inquiries were overly complex and difficult to interpret, with terms like estimated flavor price, expected flavor dosage, taste type (natural/synthetic), flavor format, and base availability, causing it difficult for clients to respond concisely and accurately.

GENERAL INFORMATION FORM	
<b>Project General Information</b>	
1 Customer :	
2 Project Type :	<input type="checkbox"/> NPD, Benchmark: Target consumer: toddler/kids/teens/adult/elderly, other : ... <input type="checkbox"/> Replacement <input type="checkbox"/> Cost Reduction
3 Final Product :	<input type="checkbox"/> Beverage : <input type="checkbox"/> Dairy : <input type="checkbox"/> Sweet Goods : <input type="checkbox"/> Savory Food :
4 Target shelf life :	
5 BPOM Food Category :	
6 Project Description :	
7 Product Claim/Fortification :	
8 Regulatory Requirement :	
9 Potential value/year :	
10 Target Launch :	
<b>Flavor / Seasoning Project</b>	
1 Flavor tonality :	
2 Target price / Target CIU :	
3 Flavor dosage :	
4 Type of flavor :	<input type="checkbox"/> Natural <span style="margin-left: 200px;"><input type="checkbox"/> Artificial</span>
5 Flavor format :	<input type="checkbox"/> Liquid <span style="margin-left: 150px;"><input type="checkbox"/> Powder</span>
6 In-house capability :	

**Figure 3.2** Updated booklet general information

The revised edition of the booklet is more straightforward and convenient for sales personnel, the application team, and clients. As shown in Figure 3, the booklet has been reorganized with better segmentation. Previously, there were no separate sections for "Project General Information" or "Flavor/Seasoning Project." These sections were included in the modified version to assist in making the questions simpler to understand and respond to.

The booklet was also rebuilt to be more detailed and informative including explicit options for project type and final product. Questions now focused on project/product specifics, such as target shelf life, project description, product claims, and regulatory requirements. Through giving essential details required for product development, this increased clarity significantly helps the application team. Additionally, the "Flavor/Seasoning Project" section improved significantly with more refined questions, such as "Type of Flavor" and "Flavor Format." These questions were enhanced by including checklist boxes, which made it easier for clients to express their preferences clearly and systematically.

Prior to the update, there existed a total of 15 product types categorized into three groups: six beverage types (Hot Drink Coffee, Clear PSD, Dairy Containing PSD, RTD Juice, RTD Coffee, and

RTD Tea), six sweet types (Neutral Dairy, Hard Boiled Candy, Ice Cream, Sorbet, In Dough Bakery, and Filling/Coating), and three savory types (Bouillon, Noodle, and Sauce). Nonetheless, the earlier edition of the booklet did not distinctly categorize these 15 product kinds into three principal groupings with comprehensive specifications.

Furthermore, several sweet goods, like Hard Boiled Candy, Ice Cream, and other sugary delicacies, were classified into the beverage category due to the combination of generic information pertaining to both beverages and confections. The initial booklet also did not align with the product categories and types listed in Salesforce, which could cause difficulties in future operations.

The product categories in the booklet were modified to align with the options provided in Salesforce for Application Requests. The updated booklet consists of three main groups of 24 product categories. The Beverage group consists of eight product types: PSD Coffee, PSD Fruity, PSD Tea/Milk Tea, RTD Chocolate Milk, RTD Coffee, RTD Juice/Fruity, RTD Tea/Milk Tea, and Syrup/Squash/Cordial. The Sweet group includes nine product types: Milk, Plant-Based Milk, Yogurt, Ice Cream, Sorbet, Hard Boiled Candy, Gummy Candy, Bakery-Baked Goods, and Filling/Coating. Lastly, the Savory group encompasses seven product types: Bouillon, Instant Noodle, RTU/Instant Sauce, Processed Meat, Cooking Aid, Seasoning Blend, and Snack. This improvement makes sure that the booklet's structure is more aligned with Salesforce, which simplifies processes and makes it easier to use for upcoming duties.

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### HOT DRINK COFFEE

*Things you should dig and dig from hot drink coffee client*

**Specification & Ingredients**

Instant coffee/brewed coffee/R&D
Contains NDC/milk powder
Sugar content
Other sweetening system <span style="float: right;"><i>artificial/natural</i></span>

**Process**

Dry blend
-----------

**Opportunity**

<del>Texture</del> <i>Flavor</i>
<del>Taste modulation</del> <i>sweetener</i> <small>(Mouth feel/sweetness/dairy)</small>
<del>Delivery system</del> <i>Nat col</i> <small>(Flexiform®)</small>

*Functional extract ingredients*  
*Botanical extract*  
*transparent / opaque*  
*other product to sell?*

CS Scanned with CamScanner

Figure 3.3 Old booklet version of RTD Coffee section

## RTD COFFEE

Basic Information	
Instant coffee / brewed / extract	
Contain NDC	
Milk powder: skim milk / full cream milk	
Sugar content	
Protein content	
Fat content	
Sweetener (artificial/natural)	
Stabilizer	
Emulsifier	

Process Information	
Sterilization / pasteurization / retort	
Homogenization pressure	

Packaging	
Transparent / opaque	
Packaging types	(PET / tetra / cup / pouch)

Our Opportunity	
Tonality (Flavor)	
Sweetener	
Taste modulation	
Natural colorants	

**Figure 3.4** New booklet version of RTD coffee section

RTD Coffee is one product category that has undergone modifications. Figure 3 shows how the titles of each section were simplified for clarity. In addition, the information within each section was made more detailed. As an example, packaging types were relocated to a new section, increasing the format from three to four.

In Figure 4, the "Specification & Ingredients" segment has been replaced by a "Basic Information" section. The essential product features were further clarified, allowing salespeople to better comprehend and express the RTD Coffee parameters demanded by clients.

Process information in Figure 4 now includes two questions: the first asks about the specific process the client prefers for RTD Coffee (e.g., sterilization, pasteurization, or retort), and the second addresses the homogenization pressure the client wants to use. Meanwhile, the "Our Opportunity" section remains essentially unchanged, outlining the company's offerings, which include manufacturing solutions, savory solutions, and distribution prospects.

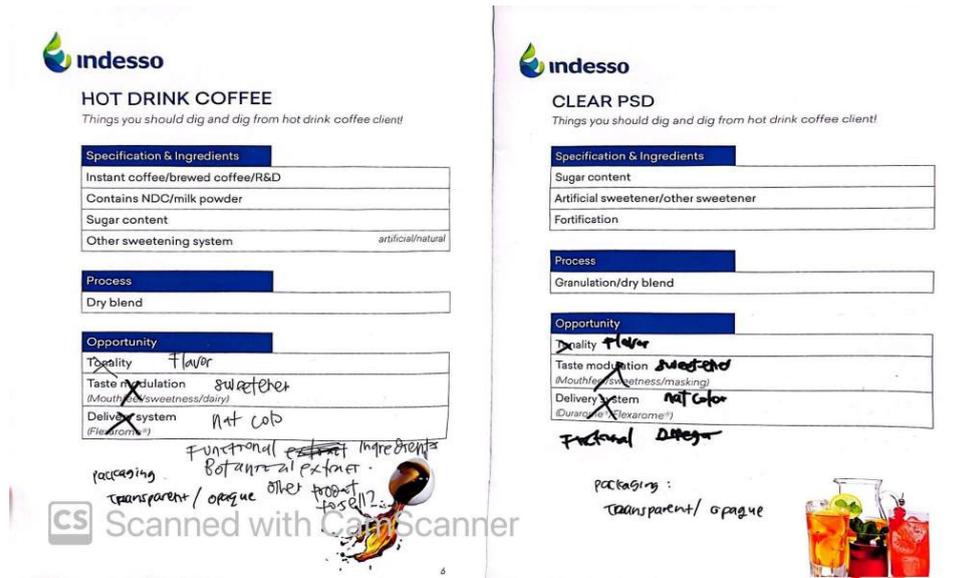


Figure 3.5 Old version page of the booklet

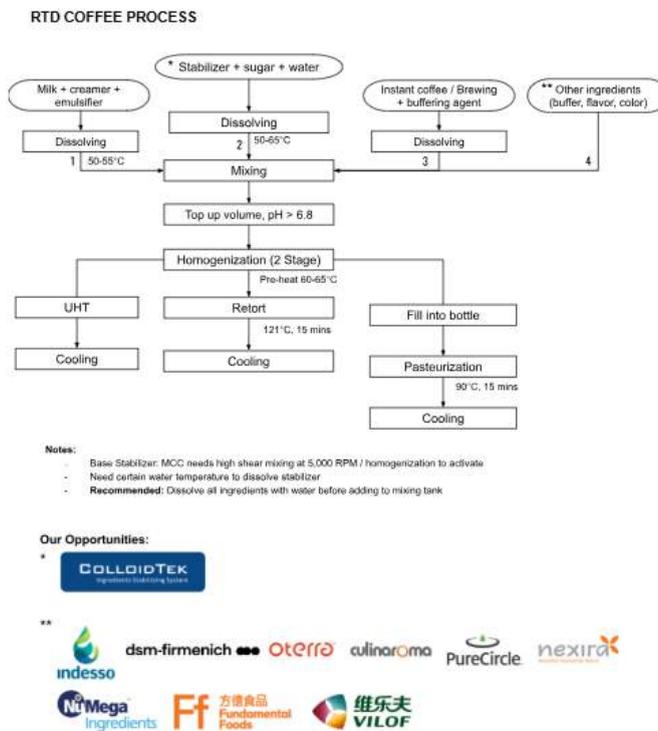


Figure 3.6 Manufacturing process of the new booklet version

The manufacturing procedure for every product type was excluded of the booklet's earlier version (Figure 5). As a result, the current version includes specific manufacturing processes for each product category as seen on Figure 6. This feature intends to provide the sales team with the necessary information to answer queries from clients who may want to learn more about the manufacturing process. The manufacturing processes were presented in the form of flowcharts. The

flowcharts for certain product types contained essential knowledge that clients and the sales team needed to know in order to prevent any potential issues.

During the development of the booklet, progress was briefly delayed as it neared completion but required additional personnel to finalize the content. To handle this, a technical sales team was appointed to oversee and improve the manufacturing processes and guarantee the accuracy of the material. However, their involvement began in November, resulting in a tight deadline to complete the booklet before the internship period expired. The technical sales team made significant contributions by updating manufacturing specifications and improving overall content.

When the booklet was finalized, the marketing communications team prepared the booklet for printing, creating a polished and structured tool for salespeople. Additionally, the information in the booklet was incorporated into Salesforce's Application Request feature, which made it easier to communicate with the application team in charge of product development.

The process described in the handbook starts when the sales staff interacts with a customer or receives a product request. The booklet acts as a guide for determining accurate product parameters, which are then submitted into Salesforce's application request section. The application team processes this request and delivers the results to the customer via delivery services. If improvements are necessary, the application, marketing, and sales teams work with the client to improve the product. The salespeople negotiate and complete the transaction when the client gives their approval to the formulation.

The sales department and other departments involved in meeting consumer needs both benefit from the booklet. Salespeople can efficiently respond to customer inquiries by using the comprehensive manufacturing processes. In addition, the booklet assists the formulation creation process and helps teams communicate more effectively.

The sales staff employs engagement with potential clients at food exhibitions as a strategy for gaining new clients. During such events, sales personnel may either remain at a specific booth provided by the company or circulate throughout the show area.

Sales personnel who move around typically engage with potential clients by initiating conversations about their products or services. This proactive approach allows the sales team to identify potential opportunities or gaps in the prospective client's business. By addressing these needs, clients may recognize the value of the offered services or products. If a client expresses interest or has concerns about their product, the salesperson will either provide immediate responses to their questions or exchange contact information, such as business cards, for further discussion. This interaction often lays the foundation for acquiring a new client.

### **3.3. Conclusion and Recommendations**

In conclusion, the updated sales division booklet serves as a systematic and user-friendly guide for handling client product requests, acting as a Standard Operating Procedure (SOP). Its enhanced structure addresses previous misalignments between product categories and Salesforce application requests, making it easier to use for salespeople. With revised general information and clearer product categories, the booklet streamlines client interactions and gives useful feedback to application teams. The incorporation of production processes and flowcharts provides the sales team with detailed knowledge to efficiently address client inquiries. This solution improves efficiency, encourages interdepartmental collaboration, and facilitates seamless communication, resulting in streamlined processes and increased client satisfaction.

To ensure that the booklet is in line with practical requirements, representatives from various divisions should be included throughout the finalization stage. Diverse input can be obtained through this collaborative approach, enhancing the booklet's use and guaranteeing its applicability to all participating departments. Involving multiple groups in the creation of a Sales SOP is critical to ensuring that the processes are comprehensive and realistic (Pedroso et al., 2017). The input of various team members results in SOPs that are flexible to changing conditions and emerging best practices. Furthermore, involving all stakeholders in the process promotes a sense of responsibility and alignment with company goals, which is critical for successful implementation (Mason & Simmon, 2014).

## CHAPTER IV. SELF REFLECTION

### 4.1. Skills Gained

During the five-month internship, the author gained significant experience and learning, particularly in enhancing both soft and hard skills. The author learned how to use Salesforce, a system for project monitoring, which is particularly useful in sales and marketing departments. Additionally, the author's understanding of Excel improved, as several irregular tasks required the use of Excel, particularly for applying filters and organizing data to make it more accessible and easier to search. The author also developed a deeper understanding of writing, not only for academic purposes but also for commercial purposes, learning to create engaging content that avoids being monotonous.

In project execution, tools like Word and Docs were used, which helped the author improve proficiency in these applications, particularly in creating flowcharts, tables, and formatting in documents. Since the internship was a new experience, the author was able to improve adaptation skills, learning how to succeed in a new environment. As adaptation skills were developed, social skills were also enhanced, as working in a new place required effective communication with coworkers. Additionally, the author learned how to manage time effectively while handling various tasks. Completing these tasks also helped improve critical thinking and problem-solving abilities, as some jobs involved resolving issues, no matter how small, that were encountered.

### 4.2. Strength and Weakness

The author believes that their adaptation skills have improved, which has become one of their strengths. Adaptability is a crucial skill in any environment, and through the internship, the author feels more confident in adapting to new situations. Additionally, the author became more opportunistic during the internship. Being opportunistic is not only applicable to business, but also in recognizing situations that can benefit oneself. Throughout this internship, the author realized that opportunities for socializing can also be valuable. Effective social interactions can significantly impact the working atmosphere; when one sees the opportunity for social engagement, it fosters a more comfortable collaboration with others.

However, the author faced challenges, particularly in public speaking or speaking in front of large groups. Since the project focused on discussions rather than presentations, the author still experiences difficulty speaking in front of an audience and often finds themselves stumbling when speaking. Furthermore, transitioning into a different department meant that the author had to learn

new processes from scratch. Nonetheless, this challenge was mitigated by the author's strength in adaptability, allowing them to overcome this learning curve effectively.

#### **4.3. I3L Contribution in Student Development**

The author's experience throughout the internship represents examples of the I3L GRIT values: integrity, grit, and role modeling. The author illustrated Grit—the tenacity and resolve to handle unfamiliar situations and proceed beyond the challenging learning curve when moving into a different department—by highlighting adaptability as one of their strong points. Due to this persistence, the author was able to successfully take on challenges and advance their career. The author also promoted a healthy work environment by acting as a role model for effective teamwork by appreciating the importance of social opportunities and encouraging collaboration. Even if the author had trouble speaking in front of an audience, they showed integrity by admitting this and continuing to work on themselves.

From a departmental perspective, the experience was quite different, but several theories from courses such as Food Chemistry, Quality Management, and Food Additives proved useful. While the depth of knowledge was not as extensive as what was taught in the courses, the author had a head start by understanding certain concepts beforehand.

Additionally, numerous BRIGHT sessions contributed significantly to the development of essential skills, such as personal branding, which is crucial for showcasing one's strengths and personality. Effective communication skills, also covered in the BRIGHT sessions, were equally important, especially when interacting with new individuals. Communication skills are vital, particularly when one needs to gauge the appropriate approach based on the person being addressed. Throughout the internship, these communication skills were valuable for interacting with both superiors and clients.

The author made substantial contributions during the internship, particularly by assisting employees with tasks and completing assignments accurately and efficiently. By supporting various tasks and performing them well, the author helped raise the profile of their university, which in turn enhanced its reputation and built stronger relationships within the Indesso team.

## CHAPTER V. CONCLUSION & RECOMMENDATION

The author's internship experience effectively achieved its initial objectives in terms of developing personal skills and providing a useful contribution to the sales department. During the internship, the Sales Division Booklet was created as a specialized manual and Standard Operating Procedure (SOP) for handling client requests for customized goods. It provides thorough information on ingredients, uses, procedures, and manufacturing methods while efficiently classifying information into three primary product groups: beverages, sweets, and savory foods. This resource is a concrete result of the project since it improves departmental collaboration and efficiency.

During the five months of the internship, the author developed and honed important hard and soft skills. In addition to improving their writing and project management skills, the author gained technical knowledge with Salesforce, Excel, Word, and Docs. On a personal level, the author enhanced their capacity for critical thinking, time management, adaptation, and cultivating constructive social relationships—skills that are essential in every workplace. The author's capacity to endure and develop was demonstrated by the way they handled difficulties like moving into a new department and public speaking.

To improve future internship experiences, the author recommends structured mentorship sessions for public speaking and communication skill development, which are important in professional responsibilities. Furthermore, giving interns greater chances to collaborate across departments might improve their overall learning experience and better prepare them to manage changes.

In conclusion, the author and the organization have benefited greatly from this internship experience. Although the Sales Division Booklet is a useful tool for handling client requirements, the author's path shows development, flexibility, and a deeper comprehension of workplace dynamics.

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## APPENDICES

### Appendix 1. Booklet draft for sales department

Booklet for Sales (DRAFT)

File Edit View Insert Format Tools Extensions Help

100% Heading 1 Arial 11

Document tabs

- Booklet Sweet & Sav...
- GENERAL INFORMATION ...
- PSD COFFEE
- PSD COFFEE PROCE...
- PSD FRUITY
- PSD FRUITY PROCESS
- PSD TEA/MILK TEA
- PSD TEA/MILK TEA P...
- RTD CHOCOLATE MILK

**GENERAL INFORMATION FORM**

Project General Information

- Customer :
- Project Type :
  - NPD, Benchmark
  - Target consumer: toddler/kids/teens/adult/elderly, other : ...
  - Replacement
  - Cost Reduction
- Final Product :
  - Beverage
  - Dairy
  - Sweet Goods
  - Savory Food
- Target shelf life
- BPOM Food Category

### Appendix 2. Public communication at Indesso



### Appendix 3. Turnitin proof

feedback studio

Bernadeth Halim Turnitin\_Bernadeth Caeziya\_EP Final Report

Match Overview

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Sales Enhancement through Standard Operating Procedure Enhancement at PT. Indesso Niagatama

By Bernadeth Caeziya Agagrini Halim 21010606

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