

CHAPTER 1: INTRODUCTION

1. Introduction

1.1. Company's Profile

International Flavors & Fragrances (IFF) was established in 1958 by a merger of the global operations of Polak & Schwarz and van Ameringen-Haebler with the goal of becoming a major supplier in the flavor and fragrance industry and expanding internationally. Started by initiating a successful business which was processing concentrated juice, Joseph Polak & Leopold Schwarz opened their second factory within seven years and continued to expand until in 1967, IFF opened their new Research and Development (R&D) center in Union Beach, New Jersey. By 1968, IFF had developed breakthroughs in fermentation process technology as well as key natural compounds. Also, patents were issued for uncommon meat, savory, and process flavor technologies. At the same time, in Indonesia, the MOU had started to be signed by the local government officials and International Flavors & Fragrances Inc. After preparing for the handing over from the state company named NV Essence Indonesia to International Flavors & Fragrances Inc., eventually in 1970, the name of IFF - PT. Essence Indonesia was established. The company was then developed until it began a fragrance plant and flavor powder plant in 1989 and 1994 respectively. Moreover, on February 1st 2021, there was a merger between IFF and Nutrition and Bioscience (N&B) business from DuPont according to a Reverse Morris Trust transaction. The combined company will continue to be known as IFF. The common stock of the combined company will be traded on the New York Stock Exchange under the symbol "IFF". A merger of IFF and N&B, positions them as leaders in the global consumer goods and commercial products value chain, transforming industries and creating a leading provider of materials and solutions for customers in a variety of markets.



Figure 1. IFF Logo

1.2. Vision and Mission

The vision of this company is to be the partner for essential solutions by playing a vital role in the global food, beverage, beauty, household and personal care, and pharmaceutical supply chains, co-create sensorial experiences that delight and go beyond the expectations of consumers everywhere, and combine unmatched innovation, agility, and leading-edge insight to meet customer needs. As for the mission, it is to apply science and creativity for a better world. IFF has spent years finding the most innovative solutions by pushing past traditional boundaries to deliver better products to the market. Furthermore, IFF wants to be a force for a better and more sustainable future. In addition, IFF also envisions new opportunities to expand their customers' opportunities.

1.3. Main Activity

Generally, this company offers diverse solutions in the form of ingredients for their customers ranging from all sizes starting from private-label brands, start-ups, and large multinational companies. IFF has recently expanded its capabilities in rapidly growing areas such as food protection, inclusions, cosmetic actives, and health ingredients. They brought innovation to serve several markets including Food and Beverage, Home and Personal Care, and Health and Wellness through their leading research and development industry.

1.4. Description of Student's Department

Bakery, Bars, and Confectionery (BBC) Lab which was the student's division, is a part of Creative & Design (C&D) Department. The C&D Department is led by Indonesia Design Director. Under the Indonesia Design Director, there are three Team Leaders, one of whom is the Design Team Leader for Beverage, Dairy, and BBC. In BBC lab there is one Product Designer and one Intern (Figure 2).

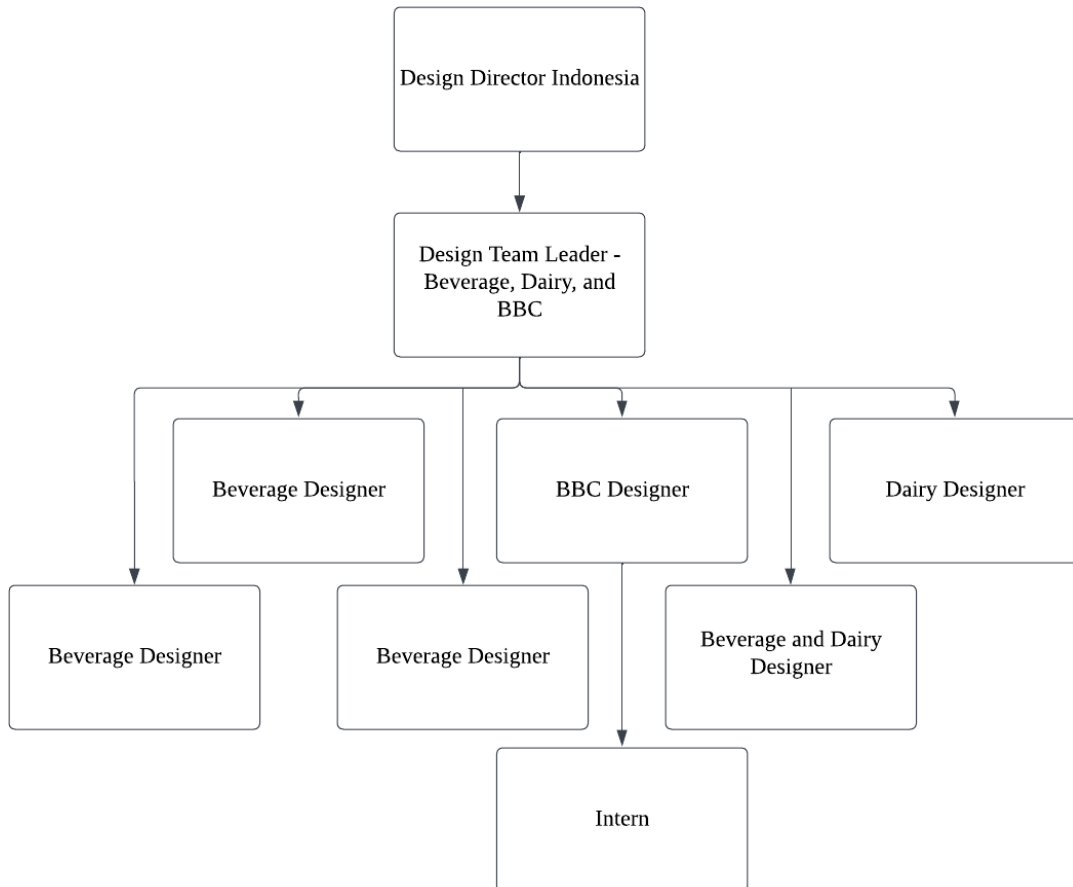


Figure 2. Organizational Structure of IFF Indonesia Creative & Design Department