

## CHAPTER I: INTRODUCTION

### 1.1. Brief History of PT Cau Coklat Internasional

PT. Agri Wisata Jaya Kencana was established by Dr. Ir. I Wayan Alit Artha Wiguna, M.Si in Bali and later transformed into PT. Cau Coklat Internasional in 2017. The company is located in Petiga Village, Marga District, Tabanan Regency, Bali. The company integrates agricultural tourism-based business concepts with educational tours about the cocoa processing process. By integrating business with tourism, PT Cau Coklat Internasional can incorporate a real education system for the young generation, the wider community, and even foreign tourists through agriculture in Bali.

### 1.2. Vision and Mission of PT Cau Coklat Internasional

The vision of this company is to become the largest organic chocolate company in Indonesia that is ready to conduct Initial Public Offering (IPO) in 2026. The mission of the company is to process cacao beans professionally, both upstream and downstream by promoting the concept of “Fair Trade” for farmers, companies and customers, especially in Bali and in Indonesia generally. The company aims to create high quality cocoa products that have high value for public health. It also aims to provide education for the younger generation to be aware of the benefits of chocolate and to know the process from upstream to downstream. Lastly, the company aims to provide benefits to all stakeholders, including cocoa farmers, the wider community, shareholders, government and employees.

### 1.3. Company Main Activity

PT Cau Coklat Internasional, one of the prominent chocolate manufacturers in Bali, operates daily to cater to the demands of consumers. Their activities are classified into two categories: those carried out within the factory premises and those conducted outside in the garden. The primary operations of chocolate production take place within the factory, and the company has several divisions with each located in a different room which is shown in the **Figure 1.1** below. The first two rooms are for primary and secondary cocoa processing, while the next two rooms are used for molding and tempering. Room 8 is designated for packaging, and the quality control division has a separate room for storage and shipment.

Room 1 is used for primary processing only when raw ingredients are available. The daily chocolate-making process starts from Room 2, where staff members carry out activities such as sieving, cocoa nibs grinding, and butter pressing. Room 3 is where the mixing of raw ingredients, conching, and tempering takes place. The refining machine in Room 3 mixes all raw materials, and there are two holding tanks used for holding cocoa butter. The tempering process is also performed manually in Room 3 using a marble slab. Room 4 is connected to Room 3 and is used for cooling and demolding processes. Room 8 is used for packaging, and the staff usually works there when the workload is low or high.

The QC process takes place outside the factory and is managed by two staff members who are responsible for checking the product stock and determining its suitability for sale. PT Cau Coklat also has its cocoa garden, where they use the fruits as ingredients for their chocolate products.

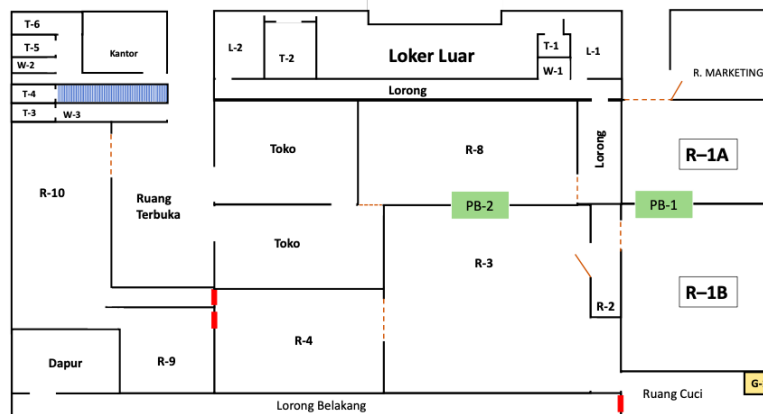


Figure 1.1. Production Room Lay Out

#### 1.4. Productions of PT Cau Coklat Internasional

PT Cau Coklat Internasional is a company that prides itself on producing high-quality chocolate products. Their main focus is on producing organic couverture chocolate and compound chocolate, which are both highly sought after by chocolate lovers around the world. The company offers a wide variety of shapes, weights, and flavors for their chocolates, ensuring that there is something for everyone to enjoy. In addition to their delicious chocolate products, PT Cau Coklat Internasional also sells a range of other cocoa-based products. These include cocoa butter, which is a key ingredient in many chocolate recipes, as well as cocoa nibs, which are small pieces of roasted cocoa beans that can be used in a variety of ways. **Figure 1.2.** And **Figure 1.3.** below are examples of their product.



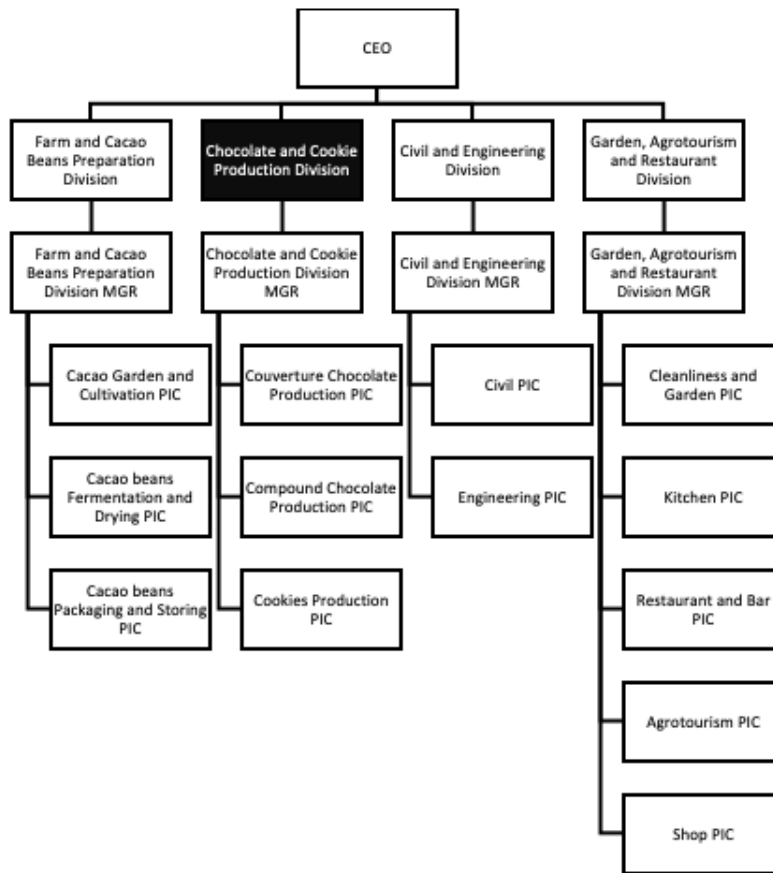
Figure 1.2. 73% Organic Dark Chocolate Product and Durian Compound Chocolate



**Figure 1.3.** Raw Cacao Butter Product

### **1.5. Organizational Structure & Student's Department**

In PT Cau Coklat Internasional, there are four main divisions. Each division consists of one manager and PICs. As it can be seen in **Figure 1.4.** these four divisions are directly supervised by the CEO. The author was placed in the department specifically chocolate and cookie production division. This department was responsible for producing products which covered all production activities, from procurement of raw materials, preparation of raw materials, food processing, to packing and shipping. The primary operations of the production take place within the factory with each room having a different focus which has been explained earlier in section 1.3. In addition, the main responsibility of the author was assisting staffs in doing daily tasks that are related to the production process.



**Figure 1.4.** The Organizational Structure of PT Cau Coklat Internasional