

1. INTRODUCTION

1.1. Brief history of PT. Green Pangan Sejahtera

Since its establishment in 2013, PT. Green Pangan Sejahtera has been dedicated to delivering the highest quality frozen and fresh chicken meat products under a halal brand. With a solid commitment to ethical and professional business practices, the company has become a trusted supplier to various conventional and modern markets, including popular steak restaurants like Abuba, Andakar, and many others. As the company has grown, so too has its reach. Today, PT. Green Pangan Sejahtera operates in multiple cities across Indonesia, including Makassar, Palu, Ternate, and Balikpapan. Despite this expansion, the company remains committed to fostering teamwork and collaboration by working with small businesses and other partners, PT. Green Pangan Sejahtera is helping to support local economies and drive mutual success.

Overall, PT. Green Pangan Sejahtera is proud to be a leader in its field, offering high-quality products, ethical practices, and a commitment to teamwork and partnership. PT. Green Pangan Sejahtera operates in various business sectors, including the highly competitive, fast-moving consumer goods (FMCG) industry. This industry is renowned for its short shelf life products due to high customer demand, affordability, and selling in large quantities. The company offers cleaning supplies such as baking soda, oven cleaner, window, glass cleaner, snacks, and powdered drink products. However, PT. Green Pangan Sejahtera is now transitioning to becoming a distributor company.

1.2. Vision and mission of PT. Green Pangan Sejahtera

PT. Green Pangan Sejahtera offers premium chicken meat to our valued customers at unbeatable prices. PT. Green Pangan Sejahtera is dedicated to providing exceptional products and ensuring complete customer satisfaction, which sets us apart from the competitors. All of the products are halal-certified, making them accessible to everyone. Every purchase with PT. Green Pangan Sejahtera guarantees an unmatched taste experience that customers can rely on.

1.3. The main activity

PT. Green Pangan Sejahtera is a significant player in the meat industry, focused on producing and processing top-quality chicken meat products for consumption. The journey of ensuring the best quality of chicken meat in the food supply chain is rigorous, involving several crucial steps. PT. Green Pangan Sejahtera follow safe and ethical poultry slaughtering procedures, which include stunning, bleeding, scalding, de-feathering, evisceration, rinsing/washing, chilling, packaging, and distribution of the finished product to various food services providers like restaurants, traditional markets, and modern markets. PT. Green Pangan Sejahtera is dedicated to producing top-quality products and ensuring they meet the highest standards. PT. Green Pangan Sejahtera has obtained several certifications, including HACCP, Halal, Control of Analysis, and Nomor Keterangan Veterier (NKV). These certifications demonstrate that the production methods and products meet the specific guidelines and standards

required by various organizations and nations. PT. Green Pangan Sejahtera takes responsibility for seriously providing safe, healthy, and delicious chicken meat products and is committed to delivering only the best to the valued customers. Obtaining these certifications is a legal requirement and beneficial for businesses. Adhering to these guidelines can improve food safety and demonstrate the commitment to providing high-quality products. While mandatory certificates are necessary for government and commercial operations, implementing these standards can benefit all food industry aspects. PT. Green Pangan Sejahtera believes in going the extra mile to ensure that the products are of the highest quality and meet the customers' expectations. Certifications and accreditations are not only critical legal requirements, but they also have a positive impact on businesses. Companies should follow these guidelines to improve food safety and demonstrate their commitment to providing high-quality products for their customers. Mandatory certifications are necessary for government and commercial operations, but implementing these standards can benefit all food industry aspects.

Combining these suggestions will simplify the process for all parties involved in guaranteeing the safety and excellence of the food. PT. Green Pangan Sejahtera is proud to offer its customers only the highest quality meat, exclusively sourced from its facilities. PT. Green Pangan Sejahtera's extensive range includes boneless breasts, boneless legs, head products, skin products, and more. **Figure 1** represents one of the many exemplary products available from PT. Green Pangan Sejahtera.



Figure 1. PT.Green Pangan Sejahtera meat products

1.4. Organizational structure

Figure 2 clearly states that the Business Director supervises the Supply Chain Department at PT. Green Pangan Sejahtera. This company is headed by a Commissioner supported by a Director responsible for managing the finance and business units. The team managers, including those from the supply chain, regional business unit, finance, and HR, report to the directors. It is crucial to note that the author is responsible for the performance of the Supply Chain Department.

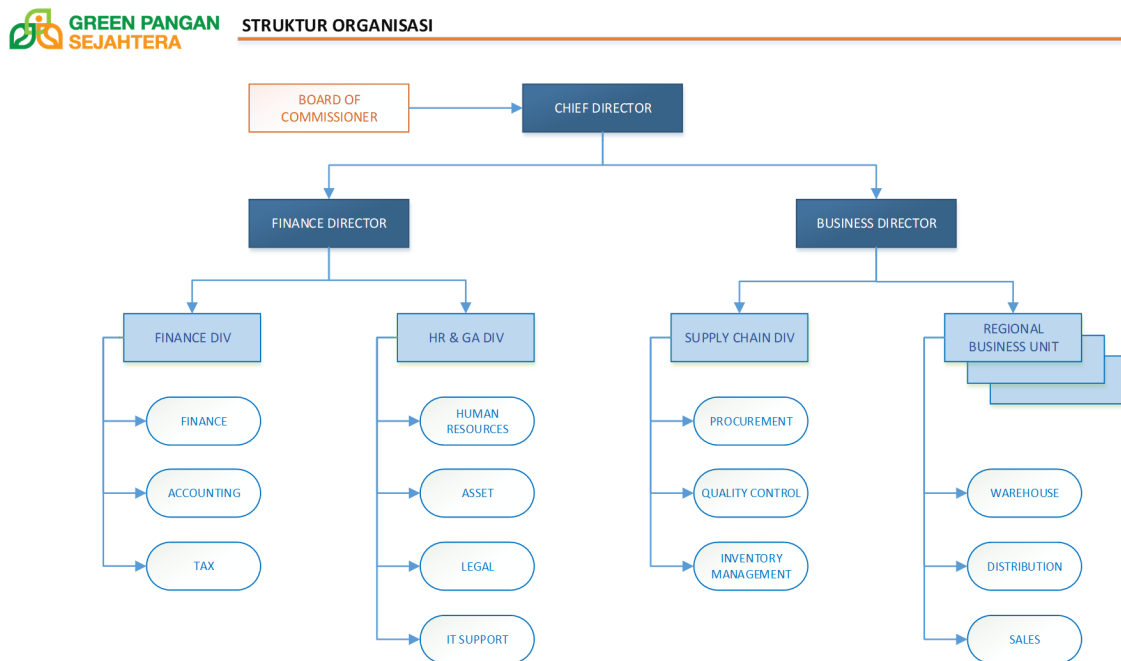


Figure 2. Organizational Structure at PT.Green Pangan Sejahtera

1.5. Supply chain Division

PT. Green Pangan Sejahtera's Supply Chain Division has three branches: Warehouse Management, Quality Control (including Quality Assurance), and Inventory Planning. The food company's supply chain division is essential for efficient product flow from suppliers to consumers. Its primary function is to manage procurement, logistics and transportation, and warehouses, ensuring proper storage and inventory management. The quality control division ensures that products meet premium standards and regulatory compliance through inspections, audits, and quality assurance checks.