

## I. INTRODUCTION

### 1.1 Brief History of PT. Garindo Food International

A company that is a part of the Suri Nusantara Jaya (SNJ) group is PT. Garindo Food International. The factory started operating in early 2022 after being constructed in 2021. The factory was constructed to run and create SNJ-exclusive products that were previously being sourced from other businesses. The location is at Lippo Cikarang, Bekasi, in the Bekasi International Industrial Estate, Kawasan Industri Hyundai. In Indonesia, the business primarily exports and imports fresh, frozen, and processed meat products.

### 1.2 Vision and Mission of PT. Garindo Food International

The company's vision is to be the leader and trendsetter in the processed meat industry, especially red meat. At the same time, the mission is to improve people's nutrition by providing high-quality meat products that are affordable and easy to get. The company also has a quality and food safety policy which always produces high-quality, halal, and safe products for consumption to achieve the company's vision & mission.

### 1.3 Production of PT. Garindo Food International

The company produces various processed meat and processed raw meat products. They also have four types of brands: Suri, Gourmet Master, Rempa Food, and My Fries. Suri has various products, from mini sausage, jumbo sausage, and cocktail sausage (chicken and beef) in **Figure 1**. There are also regular meatballs in **Figure 2** and jumbo meatballs (mozzarella, spicy, and minced beef). Also, there are beef slices, teriyaki, sukiyaki, and beef shabu flank in **Figure 3**—lastly, beef saikoro.



**Figure 1.** Sausage variants. *Obtained from (PT. Garindo Food International brochure)*



Figure 2. Regular meatballs. Obtained from (PT. Garindo Food International brochure)



Figure 3. Variant of the beef slices. Obtained from (PT. Garindo Food International brochure)

Gourmet Master is a more premium brand than Suri. It has chicken nuggets (Figure 4), chicken karaage and chicken katsu (Figure 5), chorizo sausage (Figure 6), single sausage (protein snack), and meltique steak in the form of tenderloin, sirloin, and rib eye.



Figure 4. Nuggets. Obtained from (PT. Garindo Food International brochure)



**Figure 5.** Chicken Karage and Chicken Katsu. *Obtained from (PT. Garindo Food International brochure)*



**Figure 6.** Chorizo sausage. *Obtained from (PT. Garindo Food International brochure)*

the company produces processed raw meat products besides processed meat. Those products are in the form of kilo meat, goats' feet, goat bones, etc. Those products are consistently produced, especially during high demand or peak season (e.g., Eid Mubarak, Eid al-Adha, etc.)

All the products from the four brands, sausage, meatballs, and nuggets, are the most popular products sold in the market. The products are to the customer's liking and are still affordable. The products are distributed in *Toko Daging Nusantara* and *Kedai Steak Nusantara*, which is still part of the SNJ group. Those markets and shops are still expanding from Java to other provinces or islands.

#### 1.4 PT. Garindo Food International's Organizational Structure

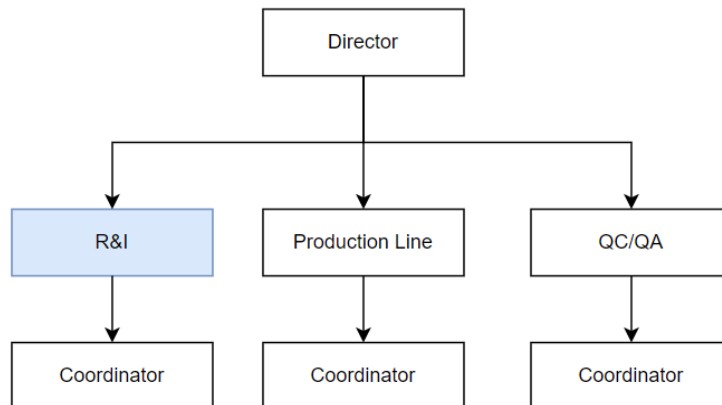


Figure 7. Company's organizational structure

The director and the supervisor of each department, including Research and Innovation (R&I), Production line, and Quality Control (QC), are included in the company, as illustrated in **Figure 7**. The director is responsible for overseeing each department's supervisors. PIC is on standby to intercept raw materials, equipment, storage, accounting, veterinarians, etc. Finally, employees manage production in accordance with their assigned responsibilities. There is one helper and one operator for each machine.

#### 1.5 Student's unit or department

The author was part of the R&I department. The R&I department develops new products (e.g., Swedish meatballs, chicken katsu, etc.) and improves the existing products. Currently, the company aims to create alternative meat products from the plant, looking for opportunities in trends and markets. The director supervised the author directly because plant-based products are a new project, and people are unfamiliar with plant-based products; the director supervised the author directly. The supervisor guides the author in contacting and meeting with suppliers, formulation and trial conduct, and the analysis.