

## Chapter I

### Introduction

#### 1.1 History of PT Naturelle Inti Global

PT Naturelle Inti Global (NIG) is a company engaged in the beverage industry which has been established since 2016. Initially PT NIG carries out a reseller business in the name of Naturelle Selection, the products it sells are healthy food, and develop several beauty products such as toner, face cream, hair dye, etc. In 2018, NIG released its first product under the Sporty Fit brand. However, because NIG is still a small company, this sportyfit is produced by foreign parties or maklon. In 2019, NIG started producing its own whey and changed the brand name from sportyfit to SPORTIGO. Keepcap introduced a powder drink and foamy cap in 2020, while Sportigo released whey protein products. 2021 saw the launching of the Endurgo isotonic drink by Sportigo and a tea series version by Keep Cap. Until now, PT NIG still keeps growing and growing.

This company is involved in the tolling and food industry. NIG's current headquarters are in Cengkareng, West Jakarta. The best interests of its customers have always been PT NIG's top focus, and the majority of its goods were created after extensive scientific study to meet their demands. The company is committed to the premise that all of its products are the result of distinctive concepts and is customized to fulfill the demands of its customers. PT NIG has standard production facilities with updated BPOM requirements, Halal certifications, and HACCP standards, allowing them to make quality goods that are safe for consumption and at affordable rates.

#### 1.2 Vision, Mission, and Culture

##### *1.2.1 Vision*

PT NIG has the vision to become the main and trusted partner for customers to grow together and positively impact by providing the best products and services.

### *1.2.2 Mission*

The mission of this company is to outperform the market and create substantial value being the company to help customers deliver better products.

### *1.2.3 Culture*

PT NIG itself has its own culture and it is called iHope. The initial "i" denotes innovation and the readiness to acquire inventive problem-solving skills for the organization; H stands for Honest, meaning that the employees dare to speak and act wisely in any situation; O for Optimistic, meaning that the employees have hope and confidence in every action and dare to complete every challenge; P stands for Persistent, meaning that the employees are dedicated to never giving up on finishing tasks and responsibilities; and E for Excellent, meaning that the employees consistently provide more than expected and are firmly determined to be better.

## **1.3 The Main Activity**

This company specializes in powdered beverages. They invented several types of beverages that are divided into 3 (three) products: Keep Cap, Sportigo, and Enderugo. All of the products are instant powdered beverages. Keep Cap is a product that operates in the field of premium quality powdered drinks used by HORECA (Hotel, Restaurant, and Cafe) with innovative products that are safe and registered with BPOM. Keep Cap has already launched a number of items, including foaming caps, lattes, tea series, and barista blends. Barista blends include collagen, protein powder, and oat milk; the foaming cap includes a rossie velvet cap, Kokoro taro, Bravocado, Wheeze cheese cap, and Caramellie brownie; the tea series includes lemon, peach, lemongrass, mango, and lychee teas; the latte selection includes milk tea, hojicha, taro, red velvet, and matcha lattes. Mango and lychee squash are the latest products that Keep Cap has introduced. Next is sportigo which is geared

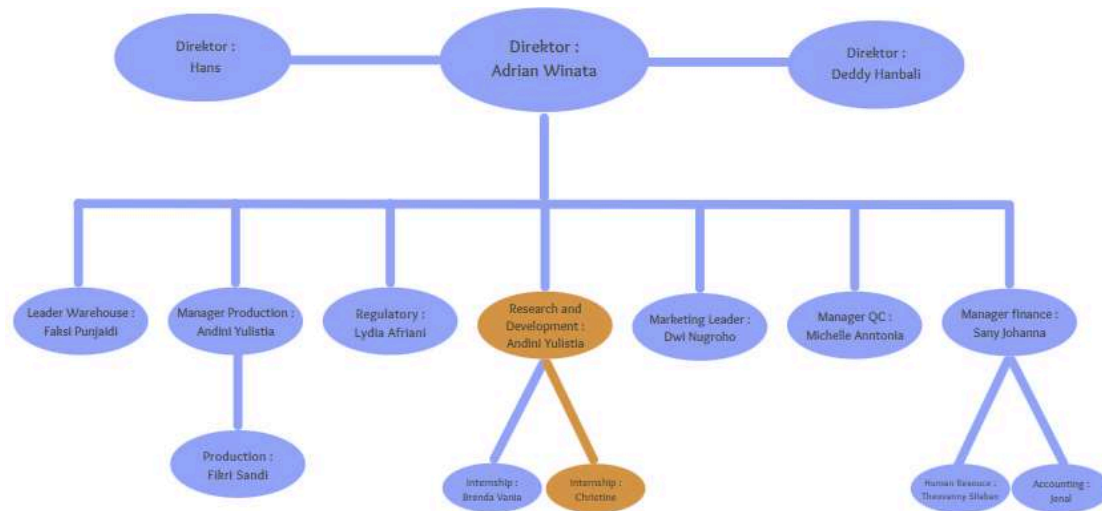
towards the topic of sports nutrition, which aids athletes in regaining lost muscle, gaining lean muscle, and reaching a balanced body composition. Sportigo's products are whey protein blend, whey protein isolate, pea rice protein, and mass gainer. The last one is enderugo which is an isotonic drink and acts as an ion supply and energy enhancer for cycling and other medium- to high-intensity sports.

By using a multi-distribution approach, PT NIG has distribution agreements with many regional distributors. This strategy attempts to ensure that PT NIG's products are widely marketed and accessible for purchase by local consumers. Furthermore, PT NIG is promoted in several e-commerce platforms and marketplaces, particularly for the SPORTIGO brand. PT NIG expects that via implementing dropship and reseller programs, all partners and distributors will be able to work together to achieve profitable growth while also helping the greater community.

PT NIG operates the production using high-quality raw materials that have been quality-tested in a laboratory. As a manufacturer, PT NIG follows industry standards like BPOM, halal certification, and HACCP standards. In order to be a leading producer of high-quality goods that are nourishing and safe for customers to eat, as well as being favored by people all over the world, the firm abides by these criteria consistently and responsibly. To ensure that the items are constantly in good condition, the company needs a distribution strategy.

#### **1.4 Organizational Structure**

The highest position is held by the director with several departments working directly below. The manager of production will receive a report from the production field and the manager of finance will receive a report from human resources and accounting. Below the head of research and development, there are research and development internships that will report all of the activities to the head. The detailed organizational structure is depicted in **Figure 1**.



**Figure 1.** The organizational structure of PT NIG

### 1.5 Department Explanation

As previously stated, the Research and Development division will provide support for market research, formulation, lab and pilot scale testing, regulations, and sensory analysis during the new product development process. The creation of both new and current items falls within the purview of the research and development department. If the directors or the head of research and development reject a suggested product, it is common practice to reformulate both new and existing products. However, the Research and Development team will rework the formulation products if marketing only approves of the items once it does.

There are three brands in the corporation, but there is only one Research & Development staff. Because everyone has rather busy schedules, each team member has to have their own duty. Additionally, the Research and Development group is responsible for figuring out the COGS and nutrition data for each product. To either purchase new raw materials or replace the current raw materials, the Research and Development team is also in charge of looking for possible or alternate sources or vendors.