

## CHAPTER I. INTRODUCTION

### 1.1 History of PT Givaudan Indonesia

Givaudan is a Swiss multinational flavor and fragrance company established in 1895, passing 250-year journeys and milestones on becoming the global leader enterprise. Firstly, the root history of the company starts from 1768 in France, Grasse which is also known as the center of the nation's perfumery industry. Antoine Chiris, who was very passionate about perfumery, dedicated himself to form an artisanal company where the ingredients were all sourced from naturally harvested flora and fauna. After long years of journey, Léon and Xavier Givaudan brought the company to Geneva, Switzerland and legally established the company. Givaudan cultivates its 'DNA' into the culture that involves the empowering and valuable workplace that enables the people to be inspired, challenged, and act with heart and soul. After years of expansions, Givaudan has been branched out in Indonesia as PT Givaudan Indonesia since 2000. Afterward, the acquisition of PT Quest International occurred in 2007. PT Givaudan Indonesia is currently headquartered in Jakarta and its industrial area is in Bogor. With the international state-of-the-art industrial apparatus, PT Givaudan Indonesia sets out to give the best service to fulfill consumer needs by producing high-quality flavors and fragrances by the standard of Hazard Analysis and Critical Control Point (HACCP), Halal certification, and *Badan Pengawas Obat dan Makanan* (BPOM) regulation.

### 1.2 Vision and Mission

Givaudan holds onto its vision, mission, and culture in daily activities to maintain its leadership position in the world. Furthermore, PT Givaudan Indonesia shall follow the identity of the company center to be applied daily.

Givaudan thrives with the vision of 'creating for happier, healthier lives, with love for nature'. The brand slogan from Givaudan chimes 'Human by nature' which celebrates the beauty of the human

experience and connection to nature. Givaudan has a mission to collaborate with their customers to deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good.

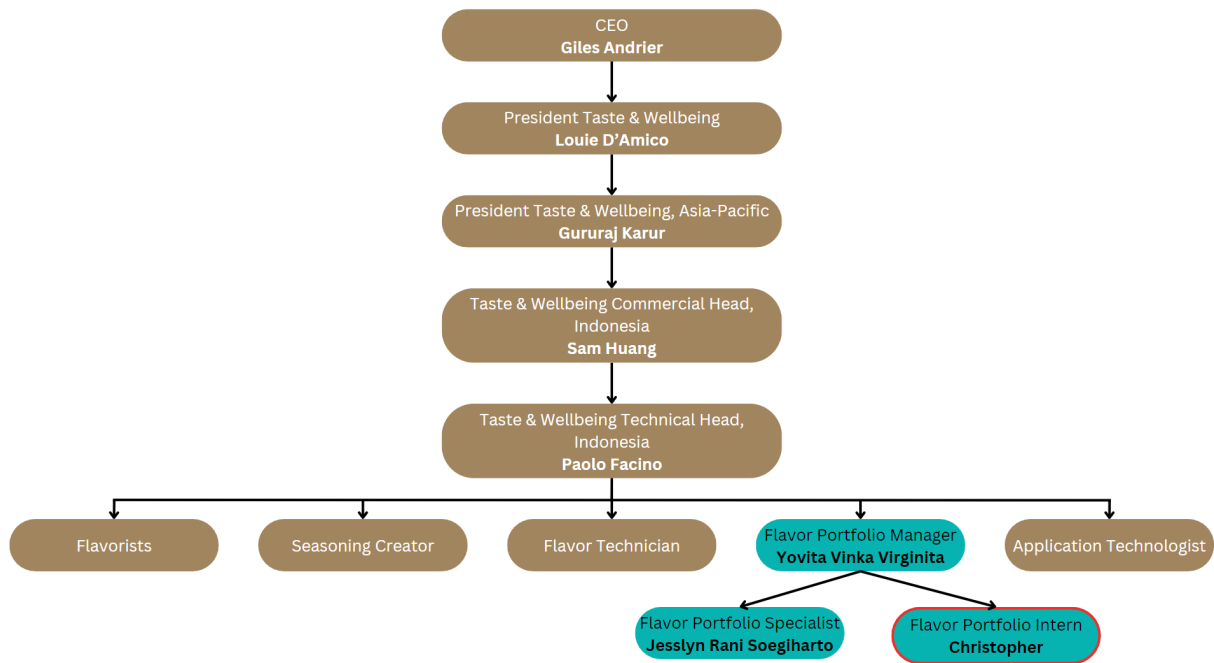
### **1.3 Main Activity**

The main activity of PT Givaudan Indonesia is to develop and sell flavors and fragrances to their customers who are also a company. Givaudan flavors and fragrances can be widely found applied in perfumery, most foods & beverages, and also households' Fast-Moving Consumer Goods (FMCG) products. However, the identity of the products is highly confidential therefore it should be protected to avoid leaks which further can cause unhealthy competition in the market.

PT Givaudan Indonesia continues to develop and produce high-quality products through failures and errors in the research and development sector. Additionally, the company has built a sophisticated factory to rapidly mass-produce the ordered flavors and fragrances for the best service quality. PT Givaudan Indonesia has a high standard of quality assurance and management that has been standardized to ensure the suitability toward BPOM regulations including the halal regulations and the HACCP.

### **1.4 Organization Structure**

The organizational structure of Givaudan is centralized in Switzerland with the CEO in pole position. It has two big lines of business which are Taste & Wellbeing (T&W), which is the flavor house, and Fragrance & Beauty, which is the perfumery. It has very broad branches, whereas the one that is illustrated in **Figure 1** is the T&W core toward the technical division or can be interpreted as the flavor 'Research and Development (RnD)' division.



**Figure 1.** The organizational structure of Givaudan

In Givaudan, The main task of the technical division is to ensure that the flavor is well-developed and able to perform in a product through several trials of the formulation. Technical is further separated into sub-divisions which are the portfolio, flavorist, application technologist, seasoning creator, and flavor technician. During the internship, the writer was ordered to support the portfolio division. Its job descriptions are to prepare flavor samples by applying them to various kinds of media depending on the target, perform internal sensory and collect the profile data of the flavors, and also give the recommendation of flavors when the other subdivision needs it for formulation.