

# CHAPTER I. INTRODUCTION

## 1.1 Brief History

PT XYZ is a beverage company established on 23 October 2008 with advanced machine facilities. Standing under the shade of the X Group, PT XYZ focuses on fast-moving consumer goods (FMCG), particularly carbonated soft drinks (CSD) products, and currently has 101 employees. PT XYZ is located in Ciherang, Pondok Caringin area in Bogor, West Java, with a total manufacturing area of around 7.4 hectares, which includes the office, production warehouses, utilities, landscaping, and the remaining space for future expansion. At that time, this company was only functioning there as the main factory and the head office, but it is now operating in multiple branch offices in Green Office Park BSD, Tangerang, and Thamrin, Central Jakarta. PT XYZ gained its mark on the market starting from developing carbonated soft drink-based products under the Y brand, such as root beer, coffee beer, and soda water. Not only that, PT XYZ also produces non-carbonated drinks such as tea products from green tea to honey tea under the Z brand.

In PT XYZ's production area, CSD products go through two different lines in their production process: can line and one-way bottle (OWB) lines, which can create around 400 cans and 200 bottles per minute, respectively, by utilizing sophisticated machinery. In terms of the packaging, it varies between aluminum cans, glass bottles, and plastic bottles. By continuing to innovate in product development, PT XYZ markets its products domestically and internationally to increase its revenue growth. In addition, PT XYZ distributes its products, which have been approved for hygiene, GMP, and *Halal* certifications, to customers through various distributors. Several brands belong to PT XYZ, but not all of them are still available on the market. In 2023, the biggest accomplishment is that PT XYZ has become an ISO-certified company after a hard fight over the years.

## 1.2 Vision and Mission

PT XYZ aspires to be the leading FMCG company with sustainable growth. To achieve its vision, PT XYZ has several missions that include:

1. Provide innovative and high-quality products that constantly fulfill client demands and expectations;
2. Engage high-performance employees who are in line with company values: integrity, positive attitude, commitment, continuous improvement, innovation, and loyalty; and
3. Embrace the company's social responsibility.

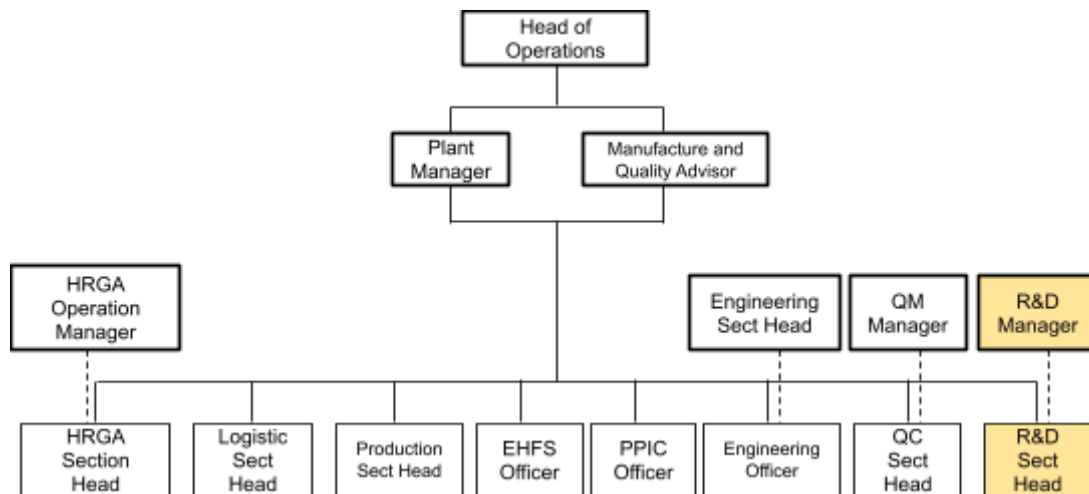
PT XYZ is also committed to develop top-quality products that offer added value to consumer health, utilizing high technology and automation machines to ensure product freshness and cleanliness.

## 1.3 Main Activity

As a consumer goods manufacturer, PT XYZ focuses on the process automation and brand development of its carbonated soft drink (CSD) products through quality safety assurance, research and development, and marketing expansion. Recently, two key products have been actively developed: root beer and soda water. *X brand's* product development varies from creating new flavor variants to reformulating previous recipes for better improvement and meeting consumers' acceptance. PT XYZ operates and works closely between the factories at Ciherang, Bogor, and branch offices at BSD, Tangerang, from Monday to Friday, 8 am to 5 pm. Regarding work responsibilities, PT XYZ has everyday tasks that include running safe daily productions, developing new and existing products through trials and errors, and conducting various analyses ranging from physicochemical to sensory properties. In addition, PT XYZ has facilities that can provide original equipment manufacturers (OEM) and private labels for particular beverage product requirements.

## 1.4 Organizational Structure

In running the overall business and work tasks, PT XYZ has eight departments with different roles and responsibilities. The departments include human resources, logistics, productions, finance, PPIC, engineering, quality control (QC), and research and development (R&D). The general organizational structure of each department is illustrated in **Figure 1** below.



**Figure 1.** Organizational structure chart of PT XYZ

## 1.5 Student's Unit or Department

During this internship, the author was assigned to work with the research and development (R&D) division. Research and Development (R&D) is responsible for developing new products or improving the existing ones to fulfill customers' demands. The tasks vary from researching both products and packaging, troubleshooting sources of problems in any products, formulating new variants, conducting analysis such as stability tests, physicochemicals including Brix, pH, CO<sub>2</sub>, shelf life, and sensory properties. To reach more panelists for sensory tests, R&D is often working in both the factory and office areas. Not only that, the team is also in charge of processing data and generating reports for further discussion with the manufacturer and quality advisor.