An Industrial Visit report submitted to Bengaluru City University in partial fulfilment of the requirement for the award of degree of

# **Bachelor of Business Administration**



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### Garuda Polyflex Foods PVT.LTD



Garuda Polyflex Foods Pvt. Ltd is a joint venture established in the year 2011 between Garuda Food of Indonesia and the Polyflex Group of India. Garuda Food is a \$500 Million, 25 year old food and Beverage Company. It is a part of the Tudung Group which deals in Agribusiness, Food and beverage manufacturing and distribution. It has 11 production plants, 18 beverage contract manufacturers, 6 food contract manufacturers in Indonesia and over 20,000 employees.

Garuda Food has a strong portfolio in food and beverage, offering an extensive and innovative range of snacks, confectioneries, biscuits, liquid milk drinks, fruit flavored drinks and juices that are widely distributed across many countries in Asia, Europe, Middle East, Africa, North America, Australia and Pacific Ocean nations.Garuda Food has received many awards and accolades like Indonesia Customer Service Award (ICSA), Indonesia Best Brand Award (IBBA), Top Brand Award, and Top Brands for Kids Awards, Original Indonesia Brand Award and many more. According to Euro Monitor, the Garuda Food Group maintained the leading position in sweet and savory snacks with 26% (2009) and 22% (2010) shares of retail sales value. The Group dominated the nuts Market with a 52% retail value share and was a strong leader in the sweet and savory snack segment.Polyflex is a 40 year old Bangalore Based \$50 Million Company which deals in the Luxury and Comfort Business.

Garuda Polyflex Food's endeavor is to provide best in class and innovative offering in food and beverage segment, which will give consumers more delightful experiences. In this pursuit the joint venture has launched Gone Mad Chocosticks in the chocolate Segment, Gone Mad Jelly Drink and Gone Mad Chocolate Drink in the beverage segment and Gone Mad Sugar





Cheese Cracker in the biscuit segment. GP Foods is in the process of rolling out exciting new product innovations.

### GERY GONE MAD

Gery Gone Mad is the endearing expression of the inherent need in all of us to be free. The philosophy that drives the brand Gery Gone Mad – helps it deny order and routine and 'break the normal' in a fun yet lovable way. Gone Mad appeals to the lighter side of everyone, and allows everyone to express their inner inanities.

The "Gery Gone Mad" word is a playful, spontaneous, entertaining, Happiness, engaging and youthful world where you can let loose your unabashed love for food.Armed with its innovative product, "Gery Gone Mad" promises to kill monotony and offer differentiated delight.

"Gery Gone Mad" gives you the license to escape into a spontaneous world and leave your boring, straight-jacketed life behind.

### **Brief about company history**

Garuda Food is a food and beverage company subordinated to Tudung Group. In addition to Garuda Food, Tudung Group also subordinates SNS Group (PT Sukses Niaga Sejahtera, operating in distribution and logistic business, PT Bumi Mekar Tani (BMT, dealing with plantation sector), PT Nirmala Tirta Agung (NTA, operating in packed potable water with a brand of Mayo), PT Dairy land Indonesia (DLI, dealing with marketing of canned dairy milk with a brand of Prestine), and PT Garuda Solusi Inti (GSI,operating in training, seminar, event-organizer, and management consulting services).

Garuda Food Group had originated from PT Tudung, it was established in Pati, Central Java, in 1958 and operated in tapioca flour business. In 1979, PT Tudung changed its name to PT Tudung Putrajaya (TPJ). The company founder is the deceased Darmo Putro, ex-warrior who had chosen to engage in business sector after the independence of Indonesia. In early of 1987, TPJ started selling its peanut production products using a brand of Kacang Garing Garuda, which was recently known as: Kacang Garuda. Kacang Garuda earned the following awards: Indonesian Customer Satisfaction Award (ICSA) under the category of branded peanut for



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eight times consecutively (2000-2007); Superbrands (2003); Top Brand for Kids (2004) Indonesian Best Brand Award (IBBA, 2004-2007); Top Brand (2007). When national economy suffered from economic crisis, on December 1997, PT Garuda Food Jaya (GFJ) was established, producing Gery-branded biscuit. Gery Saluut earned Indonesian Best Brand Award (IBBA) from MARS and SWA Magazine for a period of 2005-2007 under the category of wafer salut. In 2007 Gery Chocolates earned IBBA under the category of wafer stick.

In 1998 Garuda Food acquired PT Triteguh Manunggal Sejati (TRMS), producer of jelly and launched jelly product using brands of Okky and Keffy. Achievement of Okky jelly has been proven by its successfulness in earning Top Brand for Kids (TBK)

## **VISION, MISSION Statement of GONE MADE:**

### VISION

Satisfying consumers through innovative food and beverage products.

### MISSION

We are a company that is bringing change to create added value for the community based on the principle of mutual development.

### Products available in garuda foods:

### The following are the products which are produced by this company -

- Tasty crackers
- Wafer sticks
- Premium wafer sticks
- Choco fills
- Sharing pack
- Gift pack





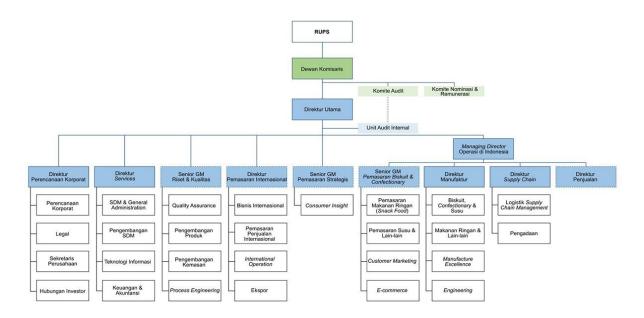
- mayonnaise
- biscuits
- nuts
- chips
- confectionery
- Milk drinks, cocoa powder, cheese.

### **Factory visit:**

### **Itinerary for Industrial Visit**

- Introduction to Garuda Polyflex Foods Pvt Ltd
- Understanding of Chocolate Production-'Beans to Chocolate'
- Gone Mad Waferstick Chocolate Production Process
- Factory Floor Visit

### **Organizational structure of garuda foods:**







### **PRODUCTION PROCESS:**

The company produces the product at very high quality and at very high hygiene rate. It uses the very modern machines and accessories in its production, the working staff in the company follows certain precautions at the time of producing the chocolate sticks, they are well experienced and they have such maintainable capacity. The company produces the products in order to reach over the customers at high rate and satisfy their customers. As I said the company produces the product at hygiene quality.

# The following are the steps in producing the product called gone mad chocolate sticks:

# STEP 1 MAJOR FORMULATION ROOM:

The ingredients required to produce the chocolate sticks are stored in this room. This includes all the ingredients in the production process till the end products are stored here. In this room the machine named turbo, is placed where the batter for the cream is produced and it will be sent to the production area.







### STEP 2

### **TURBO MACHINE:**

This turbo machine plays a very major role in the production. In this machine the batter required for the chocolaty crispy sticks are added and it is also called as batter production area. The major ingredients are put for a while, like for the chocolaty liquid they will add wheat and other required ingredients as cocoa powder in the result batter comes out as chocolaty added and it will be used for the further production.



The same kind of a machine is used in this company. With a general content of about 50%. By grinding granulated sugar into powder, the product structure will become delicate and smooth, at the same time, it also affects the taste and sweetness of chocolate to a certain extent.

Ingredient is the basic production link. Fine grinding makes all kinds of materials mix evenly and reduces the fineness of materials. The average fineness can reach 20um, which makes the taste.

### <u>Step 3</u>

### **BALL MILL:**

The ball mill is designed for highly efficient production of chocolate mass, various kinds of chocolate glaze, nut and chocolate spread (type Nutella) and similar products. There is a vertical cylindrical vessel with a heated jacket, a specially shaped stirrer inside the shaft. The balls are made of highly resistant stainless steel and serve as a grinding element. Different levels of mixing elements moving in the same direction but at different speeds. The



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speed of movement at the end of the stirrer blades is highest and is near zero near the shaft, greatly reducing wear.



In this mill the cream for every recipe of the flavour is added to this ball mill. It actually mixtures the cream well for high quality production and it contains the very high tempered and very heated technology operating system and works accordingly.

This is the place where the vapour batter and cream batter actual production takes place. Every batch of cream is poured and mixed well for almost 5 hours. Then as a result the yummy cream for the chocolate stick comes out.

### STEP 4



### **BAKING MACHINE:**

After the cream for both wafers and for the cream is mixed well in the ball mill. The next step of the production will be baking of the wafers. The cream of the wafers has been poured and also the cream inside is supposed to be poured into the baking machine.





Here in the baking machine the wafers are baked and the rolls for the wafers are converted as it is going to roll the wafers in small equipment inside the baking machine. Here the interesting fact is the baking machine functions two operations, it produces and rolls the wafers and it fills the cream inside the wafers and it gives the final product.

### <u>STEP 5</u>

### **COOLING OF A PRODUCT:**

After the product comes from the baking machine it will be bought down and collected by the respected staff and it will be sent towards a dryer where the product can be cooled and afterwards get packed.

The main reason for cooling of a product is, after they comes from the baking machine the temperature and heat of the product will be at high rate. If they pack them at that time the product gets damaged and the products quality gets deteriorated and leads to very tough consequences.

### <u>STEP 6</u>

### **PACKING OF A PRODUCT:**

After the product gets cooled it will be bought to packing section, here the product gets packed in a very diligent and disciplined manner. The staff must aware of the packing is whether happens correctly and see to with that the product should not get damaged while packing.

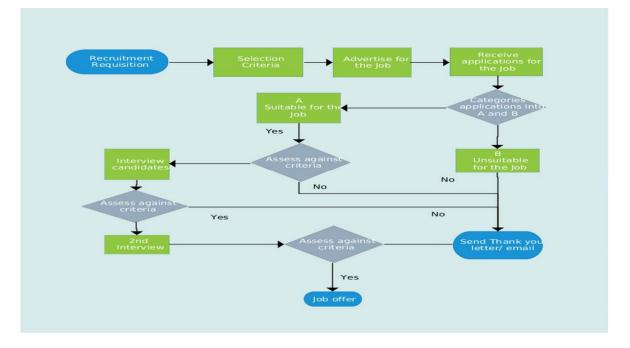
Actually, in this company packing contains three steps:

- 1) Primary packing
- 2) Secondary packing
- 3) Tertiary packing





### **RECRUITMENT PROCESS:**



### **Internship Program:**

They are always on the lookout for young minds that are not just talented but creative and raring to excel in their field. We scout for the best talents from various colleges for openings in departments like Sales & Marketing, Human Resources, Finance and Operations.

GP foods encourage summer internships for students from various Business Schools and Engineering Colleges. As a summer intern, students get to work on identified live projects. Bright and hardworking students are identified during the internship programme. The company also practices the process of Pre-Placement Offers to talented summer interns.

Students and Colleges who are interested in our internship program can reach out to us at <u>career@gpfoods.co.in</u>

Schools and Colleges across Bangalore are welcome to plan an Industrial visit to our Factory located at Bommasandra. We have a special team of experts who will share inputs which will add value to the student's learning experience. The visit will be customized as per the age of students and field of specialization/study.





### **Best practices**

Jakarta, 11 April 2018 - The end of 2015 is a new chapter, especially for Indonesia through the Free Trade Agreement with other countries in the international market. The government has opened itself for export-import, hence marketing a product will be easier and cheaper. With this momentum, consumers are required to be more careful in assessing the quality of a product. More specifically, Indonesian consumers are encouraged to familiarize themselves in being familiar with and understanding the type, function, and ingredients of a product.

Garudafood consistently provides education about the Key Factors and Conditions of Safe Food to consumers as early as possible. As a form of concern and to protect consumers, Garudafood Sehati educated elementary school students at Kampung Sawah 02, Ciputat Baru-South Tangerang about Food Safety (11/4). This is in line with Garudafood Sehati's

Corporate Social Responsibilities (CSR) program which aims to increase awareness and build consumer knowledge in recognizing food that is safe for consumption, namely meeting the following requirements: free from physical, chemical, and biological contamination and informed Garudafood's commitment to producing products that meet the Food Safety Management System (ISO 22000) and Hygiene Sanitary Certificate or Good Processed Food Production Methods (CPPOB) from the Food and Drug Administration (BPOM) of the Republic of Indonesia. On the same occasion, Garudafood Sehati also provided tips on food safety which were classified into four categories, namely **Recognizing Safe Food, Purchasing Safe Food, Carefully Reading Labels, such as the Distribution Permit Number for Domestically Produced Food/MD, Imported Food Products/ML & Food Home Industry/PIRT and Maintaining Hygiene.** The key to being a smart consumer is to carefully and thoroughly choose safe food.

**Dian Astriana, Head of Corporate Communication Garudafood** said, "This activity is carried out to educate Indonesia's younger generation that choosing safe food is important. This education can increase consumer awareness and knowledge so that they are able to ensure the safety of the food they consume through the habit of maintaining personal hygiene, carefully choosing snacks, and reading product packaging labels before purchasing.

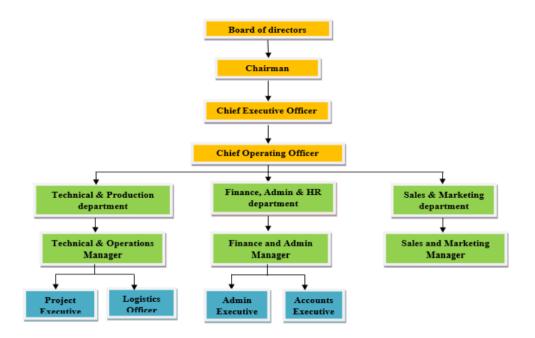




All information on packaging labels, especially for all Garudafood products, shows transparency and our efforts to protect loyal Garudafood consumers.

<u>Ownership of Garuda food Putra Putri Jaya</u>									
Mutual Funds that own GOOD									
•	Name	Shares Held	% Shares Ou	t Change In Shares	% of Assets	As of Date			
•	DFA Emerging Markets Co	re							
Equ	ity Portfolio	8318900	0.02%	2250400	0.00%	01/31/22			
•	DFA Emerging Markets								
Small	Cap Series	3849700	0.01%	292400	0.00%	04/30/22			
•	DFA Emerging Markets								
Socia	Core Equity Portfolio	2743900	0.01%	2743900	0.01%	01/31/22			
•	Emerging Markets								
Sus	tainability Core 1 Portfolio	2231400	0.01%	607600	0.01%	01/31/22			
•	DFA World (ex-US) Core								
Equi	ty Portfolio	1426800	0.00%	698300	0.00%	01/31/22			
•	Dimensional Funds								
Plc -	World Equity Fund	1091777	0.00%	1091777	0.00%	11/30/21			
•	Emerging Markets								
ex (	China Core Equity Portfolio	681900	0.00%	681900	0.01%	01/31/22			
•	DFA International								
Vecto	or Equity Fund	636400	0.00%	636400	0.00%	12/31/21			
•	John Hancock II –								
Emer	ging Markets Fund	598700	0.00%	0	0.01%	05/31/22			
•	FlexShares Morningstar								
	ging Markets Factor	463100	0.00%	463100	0.01%	06/30/22			
Tilt Index Fund									

### **ORGANIZATIONAL STRUCTURE OF GONE MAD**





M.E.S.INSTITUTION OF MANAGEMENT RAJAJINAGAR -10



### **MAN POWER OF FACTORY:-**

The factory as shifts basis process was it 3 shifts as follows:-

1<sup>st</sup> shift - 6 am to 2 pm.

2<sup>nd</sup> shift - 2 pm to 10 pm.

3<sup>rd</sup> shift - 10 pm to 6 am.

These each shift as the man power of 100 each shift where the these three shift they work on 24\*6.(six days a week)

Fiscal year is January-December. All values IDR Millions.						
	2021	2020				
Sales/Revenue 8,799,580	7,719,380	8,438,631				
Sales Growth 13.99%	-8.52%	4.84%				
Cost of Goods Sold (COGS) incl. D&A	6,485,469	5,708,944				
COGS excluding D&A	6,132,471	5,377,495				
Depreciation & Amortization Expense	352,998	331,449				
Depreciation	339,358	318,247				
Amortization of Intangibles	13,640	13,202				
COGS Growth	13.60%	-4.61%				
Gross Income	2,314,111	2,010,436				
Gross Income Growth	15.10%	-18.07%				
Gross Profit Margin	26.30%	-				
SG&A Expense	1,604,221	1,580,685				
Research & Development	27,373	16,412				
Other SG&A	1,576,848	1,564,273				



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SGA Growth	1.49%	-13.66%
Other Operating Expense	-	-
EBIT	709,890	-
Non Operating Income/Expense	71,059	35,857
Non-Operating Interest Income	20,966	23,604
Equity in Affiliates (Pretax)	1,816	(14,186)
Interest Expense	171,077	135,031
Interest Expense Growth	26.70%	26.18%

### **SWOT ANALYSIS:**

### Strength

- Garuda Food has a good image of the company in consumers.
- Can be a pioneer for other companies.
- Garuda Food has a good distribution system.
- Products from Garuda Food have high quality standards and have a high clinical level.

### Weaknesses

- Garuda Food doesn't have many products.
- Garuda Food only has one production plant, unlike competitors. So all production is centralized in one place.

### **Opportunity**

- Creating new markets for new Garuda Food products.
- To improve product quality, so that their products become higher products.

### Threats

- Other competitors can make several products such as Garuda Food products.
- Government regulations may occasionally harm the company
- 3. There are competitors who continue to grow with their innovations.
- 4. Lack of buyer interest due to the availability of the goods they want in their area.





### **STUDENT OPINION**

As we have visited the industry of manufacturing of famous gone mad choco sticks other flavors and other products. So I can able to understand how the process takes place in the organization in terms of the production and management of the work and human resource.

I am very thankful to my college for providing me this opportunity and also it was very worthy. I learnt a lot from the place and I understood the inter company operations through this industrial visit. I also thank all the staff of GARUDA poly flex foods ltd, who has guided.

