

CHAPTER III CORPORATE IDENTITY

1.1 Corporate Information

PT Fumiyama Indonesia is a company based in Batam that sells and distributes Fumiyama branded household electronics and was founded in 2010. The

following is the general identity of the company.

Company Name	:	PT. Fumiyama Indonesia
Date founded	:	November 2010
Phone	:	0778 450088
Address	:	Penuin Centre Block M No. 3
Email	:	fumiyamabtm@gmail.com

1.2 Organization Structure

An organization structure can be described as an anatomy of an organization that acts as a foundation of the many functions of an organization (Rachmawati, 2016). Below is the organization structure of PT. Fumiyama as seen

in Figure 1.

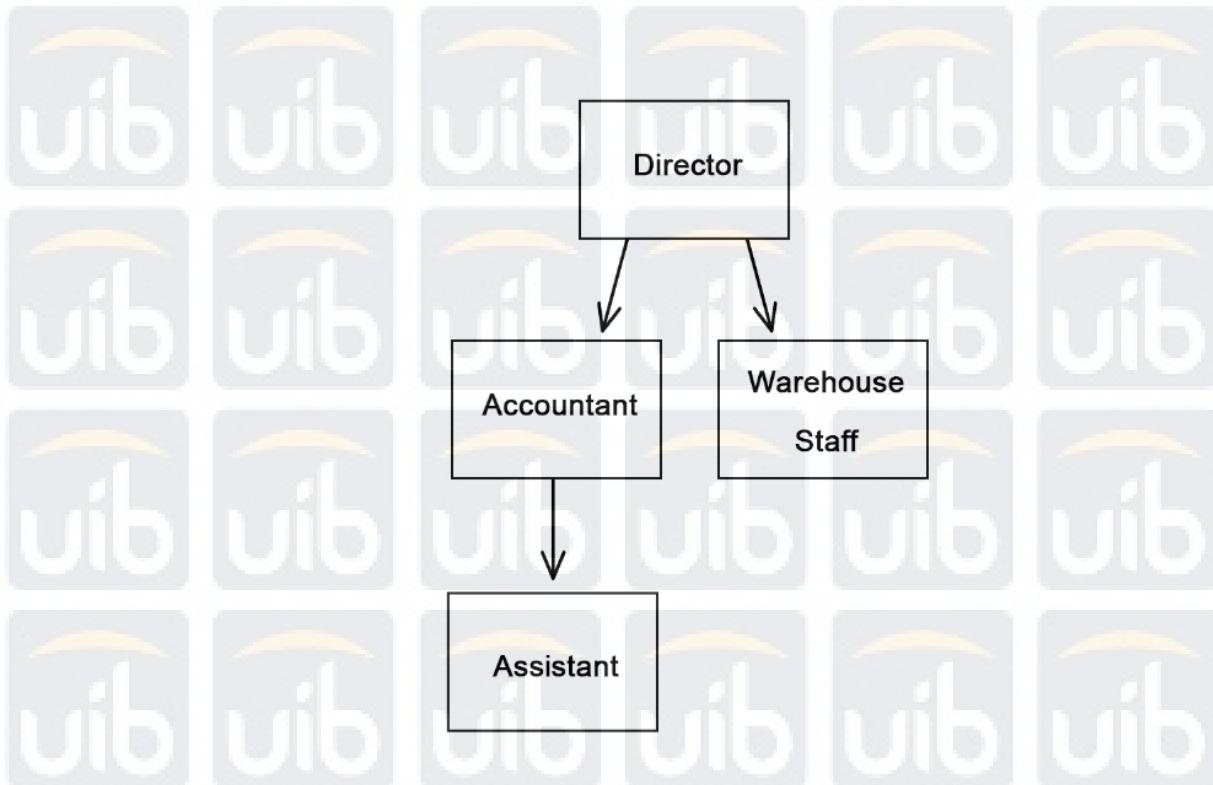


Figure 1 PT. Fumiyama Indonesia's Organization Structure

The members of the company have different jobs and responsibilities, described as follows:

1. Director
 - a. Oversee and manage the company's activities.
 - b. Set business strategies for the company.
 - c. Recruiting new employees.
2. Accountant
 - a. Manage the company's sales and customer payments.
 - b. Arrange and give salaries to employees.
 - c. To manage the company's expenses.
3. Warehouse Staff
 - a. Checking warehouse's stocks.
 - b. Confirming the availability of a product's stock.
 - c. Delivering products to customers.
4. Assistant
 - a. Receive calls and messages from customers in regards of order requests.
 - b. Update and print out the company's product catalogue.
 - c. Assisting the accountant's tasks.

1.3 Operations Activity

The company opens from Monday to Saturday and starts operation at 08.00 AM until 05.00 PM, Through the operational hours, the company would receive order requests from customers through phone calls or phone messages, after the order was received, the company will ship out the ordered items to addresses the customer has requested from its warehouse, after the customer has received their items, they will be given an invoice as a proof of the items' delivery and the amount of money the customer need to pay for the order. At the end of the month, the company would perform an inventory check at its warehouse and make sales reports.

1.4 Existing System

The current existing system used by the company is a staff of salesmen that goes around marketing its electronic products to existing customer and potential customers and relying on the word of mouth. The marketing was done through phone calls, text messages, and meeting directly with its client.

1.5 Projected System

The current system used by the company relies on marketing its products through traditional means, such as carrying out catalogs through the sales staff to the company's clients, contacting and finding potential customers through through text messages and phone calls. Because of this, the system that would be created is going to be created in order to make the marketing process easier in promoting the company's products.