

### CHAPTER III GENERAL DESCRIPTION OF THE COMPANY

#### A. IDENTITY OF THE COMPANY

INDORAYA Store is a private store founded by Mr. Suhermo at 2005 located initially at Aviari Pratama Blok E1 No. 6, Buliang, Batu Aji, Batam City, Riau Islands, Indonesia and in the year of 2016 INDORAYA Store allocated itself to Ruko Sentosa Perdana Blok E No. 6, 7 and 8, Tembesi, Sagulung, Batam City, Riau Islands, Indonesia.

This store provides fisherman necessities, such as nets, ropes, and boat engine spareparts. INDORAYA Store is divided into 3 parts, there are the warehouse (Building Number 8), fisherman's fishing equipments such as nets and ropes, etc (Building Number 7), and fisherman's boat or ship equipment (Building Number 6).

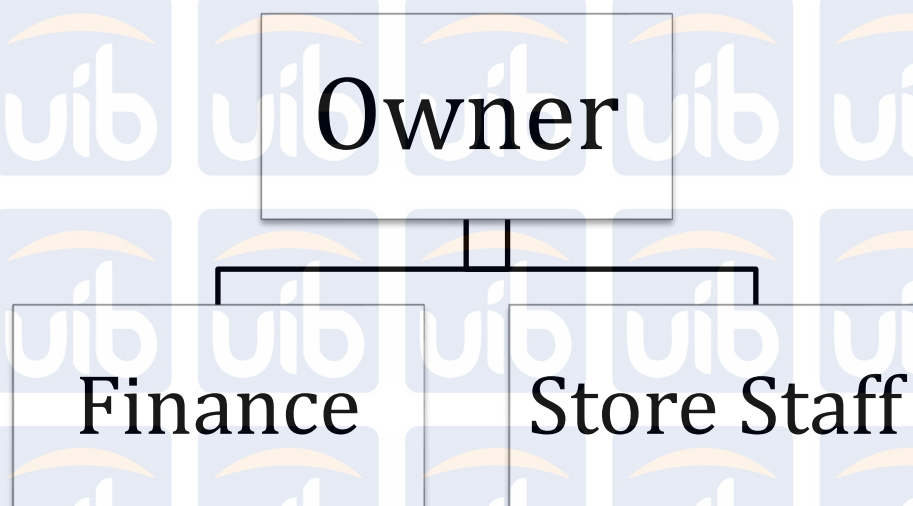
INDORAYA Store location at Sentosa Perdana is a very strategic because Sentosa Perdana is a regularly visited location of Batam by the fishermen from Barelang. INDORAYA Store have had the every legal permission to run a store, such as :

1. Domicile Of Business
2. Tax ID Number
3. Trading Business Permit
4. Business Place Permit
5. Business Licence

The vision of INDORAYA Store is to be a trustworthy store where it will provides all the fisherman's necessities and equipments in Batam City while the mission of INDORAYA Store is to give the best of its products with quality over quantity in the trade of providing the fishermen their necessities and equipment, and to keep improving itself in order to adapt to various fisherman's necessities and equipment.

## B. ORGANIZATION STRUCTURE OF THE COMPANY

The organization structure of INDORAYA Store are divided into 3 (three) with each of their own task and responsibilities, these are the owner, finance and store staff.



Picture 3.B..1 Organization Structure of Trading Business

INDORAYA Store.

These are the explanation of each of the structure task and responsibilities as labeled above :

### 1. Owner

- a. Manage, enforce, evaluate the work force of each staff to create a harmony in working environment.
- b. Formulate goals and policy to the store.
- c. Leads and supervise the growth of business from reports received.
- d. Decision Making.

### 2. Finance

- a. Calculate, manage, and plan the company's taxes.
- b. Calculate, manage, plan, and analyze the financial status to be further discuss with the owner.

- c. Calculate, manage, and plan the expenses of the company.
- d. Calculate, manage, and plan the financial status to ensure the stability of the company finance.
- e. Holds the cash of the company.
- f. Calculate and analyze the financial status for yearly reports.

### **C. OPERATIONAL ACTIVITIES OF THE COMPANY**

The operational activities of INDORAYA Store starts from 08:00 am (GMT +7) and ends at 05:00 pm (GMT +7) every Monday, Tuesday, Thursday, Friday, Saturday and closed every Sunday. The activities at INDORAYA Store from its opening time are waiting for any customer that are looking for items needed for their importance, inventory checking, purchasing of needed inventories and bookkeeping the transactions of each day