

CHAPTER III

COMPANY'S PROFILE

3.1. The History of ELITE-Prestige Furniture

Industri Timbangan dan Rekayasa ELITE is a proprietorship company, which is located in Lowanu Street No.68 Jogjakarta. ELITE – Prestige Furniture is one of the business of the Industri Timbangan and Rekayasa ELITE that focuses on furniture production. The main business of ELITE-Prestige Furniture is on teakwood and iron metal & steel furniture.

The owner of the ELITE- Prestige Furniture was Hans Poerwanto Handriarto who established it in 1928 in the form of Timbangan GAN at Brigjen Katamso Street No.73 Jogjakarta. For many years, this business was run traditionally. Since 1978, Timbangan GAN has produced CB (Centicimal Basecale) and sold spare-part for machine production. During its development, he successfully expanded his business into several areas and changed the company's name into Industri Timbangan dan Rekayasa ELITE. The establishment of it was based on the decree of establishment, dated on October 15th, 1987 by Mr. Soedomo at Jogjakarta. At the beginning, ELITE-Prestige Furniture had only 79 employees but there are now 612 employees. This company now has four factories on different areas with different activities namely :

1. Prestige Furniture

Prestige Furniture produces metal and teakwood. It is located in Lowanu Street no.70-72 Jogyakarta.

2. Prestige Garden Furniture

Prestige Garden Furniture produces teakwood garden furniture. It is located in Arteri Sreet, Maguwoharjo.

3. Prestige Repro

Prestige Repro produce reproduction of antique indoor furniture. It is located in Ngoto Street, Imogiri km 7, Bantul, Jogjakarta.

4. Paramitha Corrugated Box

Paramitha Corrugated Box produces Cartoon Box. It is located in Jati Street, Imogiri, km 9, Bantul, Jogjakarta.

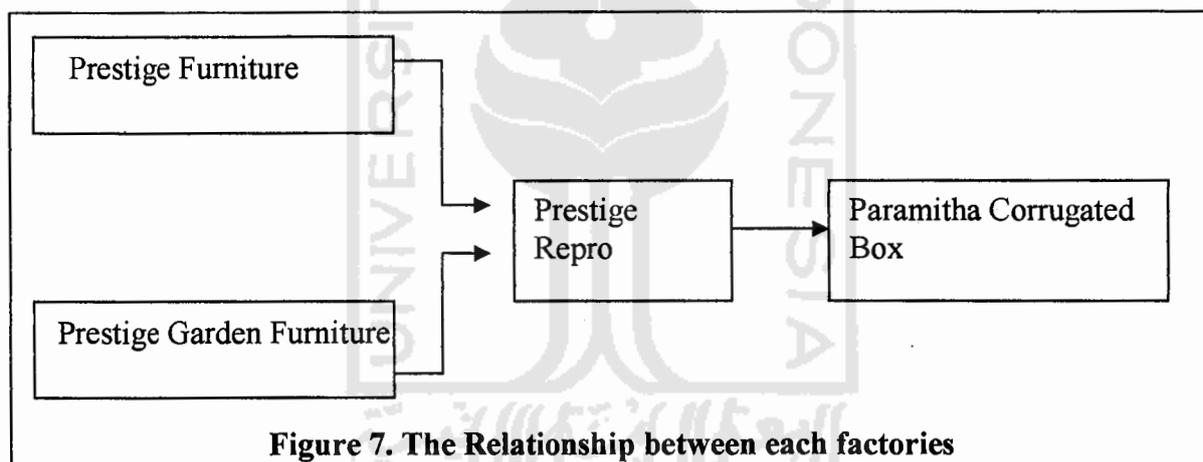


Figure 7. The Relationship between each factories

Since 1994, this company has tried to expand the foreign market by exporting their products. To introduce the product, they make some exhibitions in several countries in order to meet the foreign buyers tastes and preferences. The company has found that most of them like natural garden furniture in which they do not want to be furnished, painted, and given other similar treatments. Although foreign buyers share a rather similar preferences, each of them has different taste. ELITE - Prestige Furniture has been

specializing on garden furniture considering that not many manufacturing companies have produced garden furniture, especially those made of teakwood. Besides that, garden furniture product depends on the season and trend, its included temporary needed. To minimize the defect or spoiled garden furniture, ELITE - Prestige Furniture tries to meet foreign customers' tastes and preferences by doing export as ordered. It means, the products have different specifications that they are so modified in size, capacity, and shape. The company is growing fast and the market has reached outside Jogjakarta and even other countries. Nowadays, Prestige Furniture has customers in Germany, Singapore, USA, Canada, Amsterdam, Denmark, Japan, Athena, Belgium, Italy, Australia, Swiss, Spain, French, Paris and South Africa.

3.2. Organization Structure and Job Description of ELITE – Prestige Furniture

Elite – Prestige Furniture has an Organization Structure and each organizational position has a specific job, duty and right. Organization Structure of Elite – Prestige was stated on January 1st, 2003.

The Job Description Related to Organization Structure :

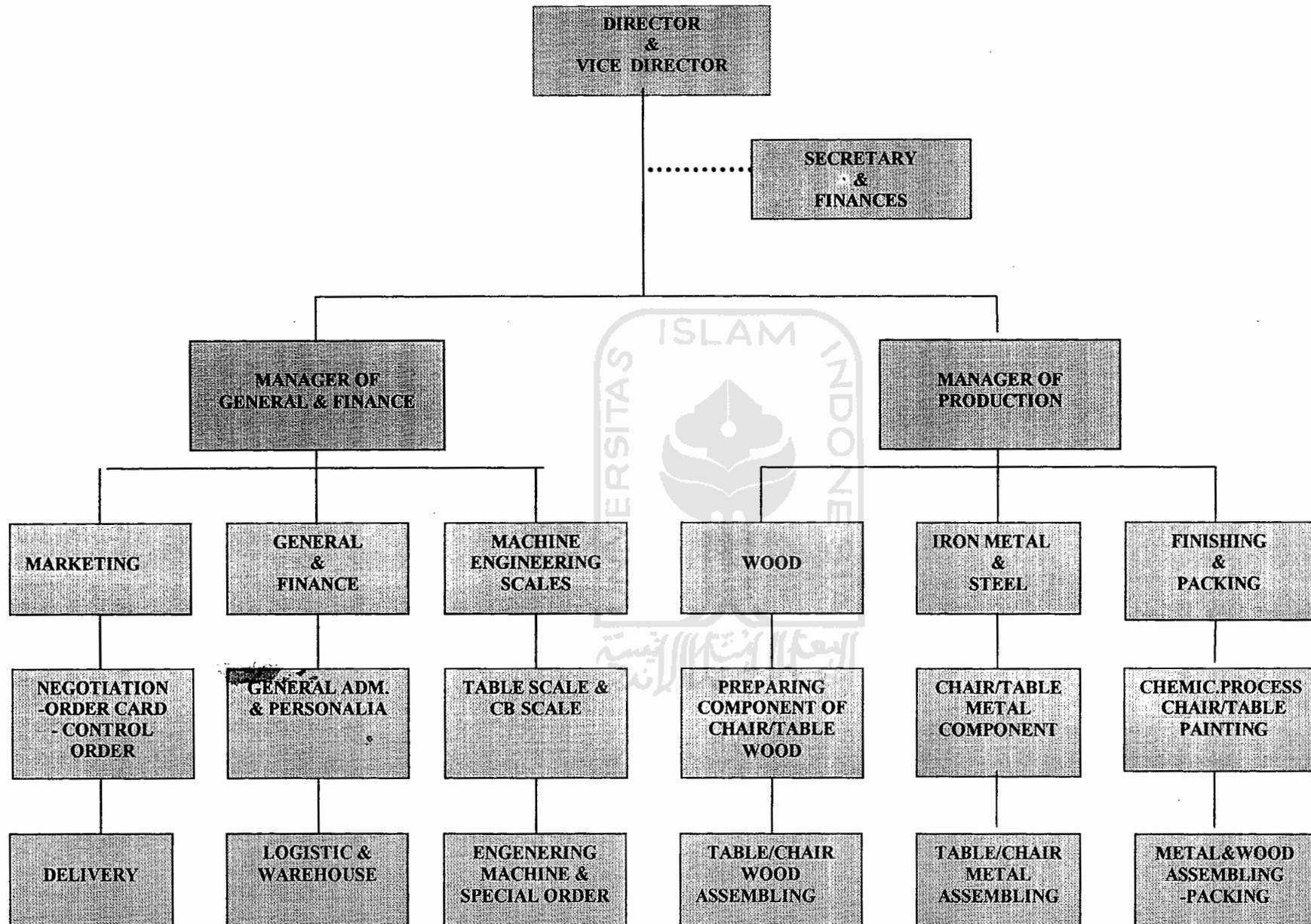
1. Director ; making strategic plan of the company, determining the company's general policy and regulation of procedure/ customs and manners and work in relation to internal and external parties, evaluating the management and resources of the company, monitoring the periodic report that concerns with the activities of ELITE – Prestige Furniture management.

2. Vice Director ; monitoring and evaluating the periodic and incidental responsibility about the company's activities
3. Secretary ; making appointment schedule and director's activities, getting information and other confidential matters, writing letters and keeping the director's records
4. Treasurer ; receiving the payment/cash, saving and storing company's money
5. Accountant ; receiving the proofs of cash inflow, recording all transactions and making financial reports
6. Manager of Production ; controlling the planning production inventory, monitoring report and periodical or incidental responsibility about the activities related to production and planning production inventory control management, being responsible to report those activities to the director
7. Manager of General and Financial Affairs ; making general policy for the division of human resource, monitoring and evaluating the periodic and incidental responsibility about the activities related to human research and development and accounting and finance management, being responsible to report those activities to the director.

Organization Structure of ELITE Prestige - Furniture

Organization structure of ELITE Prestige – Furniture has been describe on the table below (see figure 7 for the detailed) :

PT.ELITE – PRESTIGE FURNITURE STRUCTURE



3.3. Employee of ELITE – Prestige Furniture

The employees of ELITE – Prestige Furniture are 426 person and the employees are divided into three categorizes. Those categorizes are :

1. official employee – employee who gets salary monthly,
2. hired worker – employee who gets fee /wages daily, and
3. contract worker – employee who works by contract.

Even though this company use machineries in most activities, ELITE - Prestige Furniture still has many employees to assist in the business in relation to the operation process, that can be divided into five units namely :

1. Wood, Quality, Packing and Assembling
 - a. Preparing wood material (determining the defect wood, cutting the material using circle saw and band saw) = 18 person
 - b. Process assemble of wood components (scouring the slat wood and molding) = 35 person
 - c. Quality and Packing (finishing, packing and putting to the container) = 18 person
 - d. Assembling (assembling the chair and table) = 10 person
2. Metal – Meubelair Steel
 - a. Scouring the belt sender, powder coating = 52 person
 - b. Spraying component and spraying silver = 67 person
3. Metal – Chair and Iron Table
 - a. Cutting raw material = 65 person
 - b. Drilling and tapping = 9 person
 - c. Bending and punching = 53 person

4. Finishing Iron chair and table
 - a. Hoot deep process = 13 person
 - b. Electroplating process = 8 person
 - c. Paint oven = 11 person
5. Machine Engineering and maintenance
 - a. Driver, warehouse worker , security = 25 person
 - b. Lathe worker = 11 person
 - c. Machine maintenance = 9 person

Therefore, ELITE – Prestige Furniture really pays attention to their works.

Currently, it has 514 personnel that can be shown below :

Table 1. Employee Education Level in ELITE - Prestige Furniture

Sex	≤ Elementary School	Junior High School	Senior High School		D 3	University	Total
			SMA	STM			
Male	57	113	94	235	38	20	557
Female	5	-	15	-	25	10	55

3.4. Vision and Mission of ELITE - Prestige Furniture

The vision and mission of ELITE - Prestige Furniture is to implement the strategies that the company has decided.

The vision of ELITE - Prestige Furniture is :

“To be acknowledged as a responsible world-class company in furniture industry” .

The mission of ELITE - Prestige Furniture is :

“To meet the customers’ distinctive needs by improving continually the quality and design of the products and enhancing the services and time delivery to satisfy the customers. “

