

## **CHAPTER II**

### **GENERAL DESCRIPTION**

#### **2.1 Company's Profile**

##### **2.1.1 History**

Libro Group is a company operating in the food and beverage industry. It is dedicated to delivering high-quality products, exceptional taste, and exceptional customer service. Libro Group's business services include Libro Cafe, Crepes n Crepes, and canteen management for universities and office buildings. The company was founded in 1992 as PT Telequote Multi Informatika, focusing on the information technology sector. In response to changing market demands and emerging opportunities, the company underwent a strategic transformation in 2004, shifting its focus to the food and beverage industry. This significant change was accompanied by a rebranding to Libro Group, led by Ir. Teddy Surianto.

Libro Group's vision is to build long-term relationships with customers, partners, and employees based on trust and professionalism, while simultaneously empowering economic value and improving the well-being of surrounding communities through sustainable business practices. Its mission is to commit to excellence in quality, hygiene, and customer satisfaction in the food and beverage sector.

Libro Group has strong corporate values, which serve as guidelines for all employees. The first value is care, which focuses on building good relationships with coworkers and the wider community. This value is also based on belief in God Almighty, thus encouraging each individual to act with kindness and responsibility. The second value is hygiene, where the company places great emphasis on cleanliness and quality, especially in its food and beverage products. All ingredients are maintained to be safe, clean, and nutritious, so customers can trust the products offered. The third value is service excellence, where the company consistently strives to provide service that exceeds customer expectations. This helps build customer loyalty and long-term trust.


Libro Group also offers a variety of products and services that meet the needs of modern consumers. The company's products are practical, diverse, and easily accessible. Each brand is developed with a distinct concept to reach various market segments. One brand, U-Mart, focuses on smart retail and vending solutions. U-Mart provides daily necessities such as snacks, drinks, instant noodles, and ice cream through a retail system and vending machines. Additionally, a power bank rental service is available in public areas. This concept provides convenience and efficiency, allowing customers to shop quickly without waiting in long lines.

Another brand is Libro Café, which offers drinks and snacks in a comfortable and modern atmosphere. The menu includes coffee, non-coffee drinks, bread, and bakery products. This café is perfect for relaxing, working, or meeting others. Crepes & Crepes is a brand that focuses on crepes with a variety of flavors, including savory, sweet, and cold crepes. The products are made with quality ingredients and served conveniently, making them perfect for snacks or desserts. Foodpoint provides snacks and drinks that are easy to enjoy anytime. Products offered include light snacks, bottled drinks, and fresh juices. The concept focuses on speed, affordability, and suitability for everyday needs. Overall, the Libro Group combines modern retail, food and beverage, and vending technology in one integrated system. This allows the company to meet a variety of consumer needs, from snacks to meals, both through direct purchases and self-service.

## 2.2 Facilities


### A. Libro Café

*Table 2.1 Libro Café*

Figure	Description
 <p data-bbox="496 826 804 887"><i>Figure 2.1 Libro Café UMN</i> (Source: Personal Data)</p>	<p data-bbox="954 524 1353 846">Libro Cafe UMN operates from 7:30 AM to 5:00 PM, offering a variety of coffee and non-coffee beverages, as well as light snacks such as bread and pastries. With its comfortable and modern atmosphere, it is an ideal place to relax, work, or socialize</p>


### B. Crepes n Crepes

*Table 2.2 Crepes n Crepes*

Figure	Description
 <p data-bbox="480 1516 813 1576"><i>Figure 2.2 Libro Crepes UMN</i> (Source: Personal Data)</p>	<p data-bbox="954 1131 1353 1417">Open from 7:30 AM to 5:00 PM, Libro Crepes specializes in crepes in a variety of flavors, from sweet and savory dishes to cold desserts. Conveniently prepared using quality ingredients, crepes are perfect as a snack or dessert.</p>

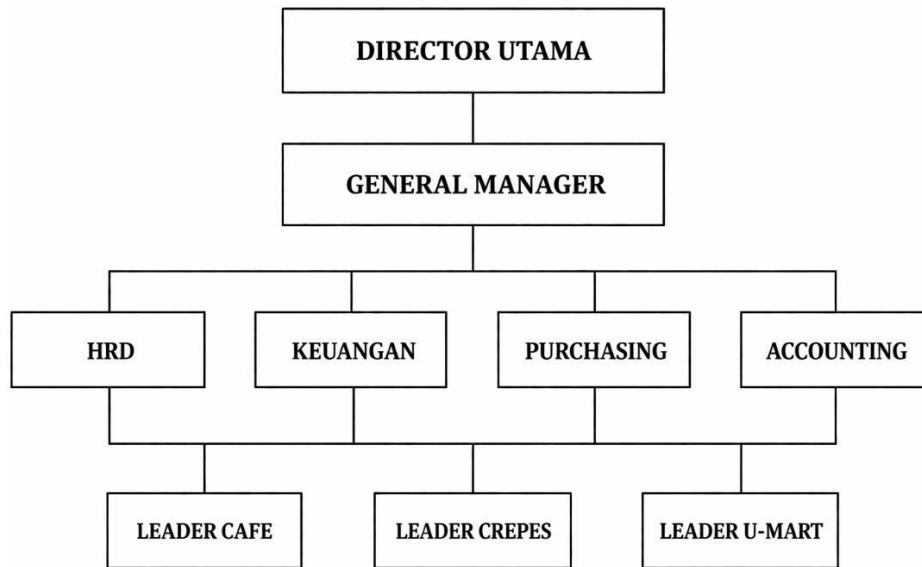
C. U-Mart

Table 2.3 U-Mart

Figure	Description
 <p data-bbox="518 1146 778 1209"><i>Figure 2.3 U-Mart</i> (Source: Personal Data)</p>	<p data-bbox="954 519 1359 884">U-Mart provides daily necessities such as snacks, drinks, instant noodles, and ice cream through a modern retail system and vending machines. Power bank rentals are also available, making it easy to quickly charge your phone in public areas. U-Mart is open from 7:30 AM to 5:00 PM</p>

**2.1 Organizational Structure**

A company's organizational structure is crucial for facilitating collaboration, communication, and accountability between departments. Libro Group's organizational structure is hierarchical, with multiple business units working together under a unified management system. Libro Group's business entities include U-Mart, Libro Cafe, and Libro Crepes. At the top of the organizational structure is the President Director, who is fully responsible for strategic planning, decision-making, and overall business development.



*Figure 2.4 Organizational Structure Libro*

The General Manager is responsible for managing daily operations and ensuring that all business units run effectively and efficiently. They also serve as a liaison between operational staff and top management, ensuring that company policies and objectives are properly implemented across all divisions. The General Manager is also responsible for supporting the President Director.

Several key departments supporting company operations are under the supervision of the General Manager, including Human Resources (HR), Finance, Purchasing, and Accounting. The HR department is responsible for employee retention, training, performance evaluation, and staff development to ensure employees meet competency standards. The Finance department manages budgeting, financial planning, and cash flow to maintain the company's financial stability. Meanwhile, the Accounting Department handles financial recording, reporting, and audit processes to ensure transparency and accuracy. To ensure product availability, quality, and cost efficiency, the purchasing department collaborates closely with suppliers to procure raw materials and operational supplies.

Each business unit within the Libro Group is led by a designated leader at the operational level: the Libro Cafe leader, the Libro Crepes leader, and the U-Mart leader. Each leader is responsible for overseeing daily operations, supervising

workers, maintaining service quality, and ensuring Libro Group's customer satisfaction. Libro Crepes specializes in crepes, and Libro Cafe offers a comfortable dining experience with a variety of food and beverages, and U-Mart offers retail items to meet customers' daily needs. This structured organizational system allows the Libro Group to maintain operational efficiency, improve interdepartmental coordination, and ensure consistent service quality across all business units. A clear division of roles and responsibilities also helps the company achieve its business goals and provide optimal customer satisfaction.