



PT.PERSAUDARAAN ANAK BANGSA



COMPANY PROFILE

PT Persaudaraan Anak Bangsa

2021



PROFILE

PT Persaudaraan Anak Bangsa (PAB) was established in 2020. PAB is a company engaged in vanilla agriculture include cultivating, processing, and marketing vanilla. PAB is under the management of JHL Group. For growth media, nursery, and plantation located in Tanjung Lesung, Pandeglang, Banten and for factory, marketing, and head office located in Pagedangan, Tangerang, Banten.

VISSION & MISSION

VISSION

- ✿ The world's greatest and best vanilla cultivation, processing, and trading company.

MISSION

- ✿ PAB creates a reference for vanilla's factory cultivation technology in Indonesia and the world.
- ✿ Improving living quality vanilla's farmer in Indonesia.
- ✿ As a partner of goverment in vanilla matters.



POLICY & STRATEGY

POLICY

- ✿ Running a company with an appropriate organizational system involving all stakeholders, farmers, traders, and consumers in achieving company goals.
- ✿ Participate in providing input to the government in making Indonesian vanilla policies.

STRATEGY

- ✿ Implement Pancakrida (4KL/Power to Success) as the company's philosophy.
- ✿ Implement Planning, Organizing, Staffing, Directing, and Controlling (POSDC).





THE VALUE OF THE COMPANY

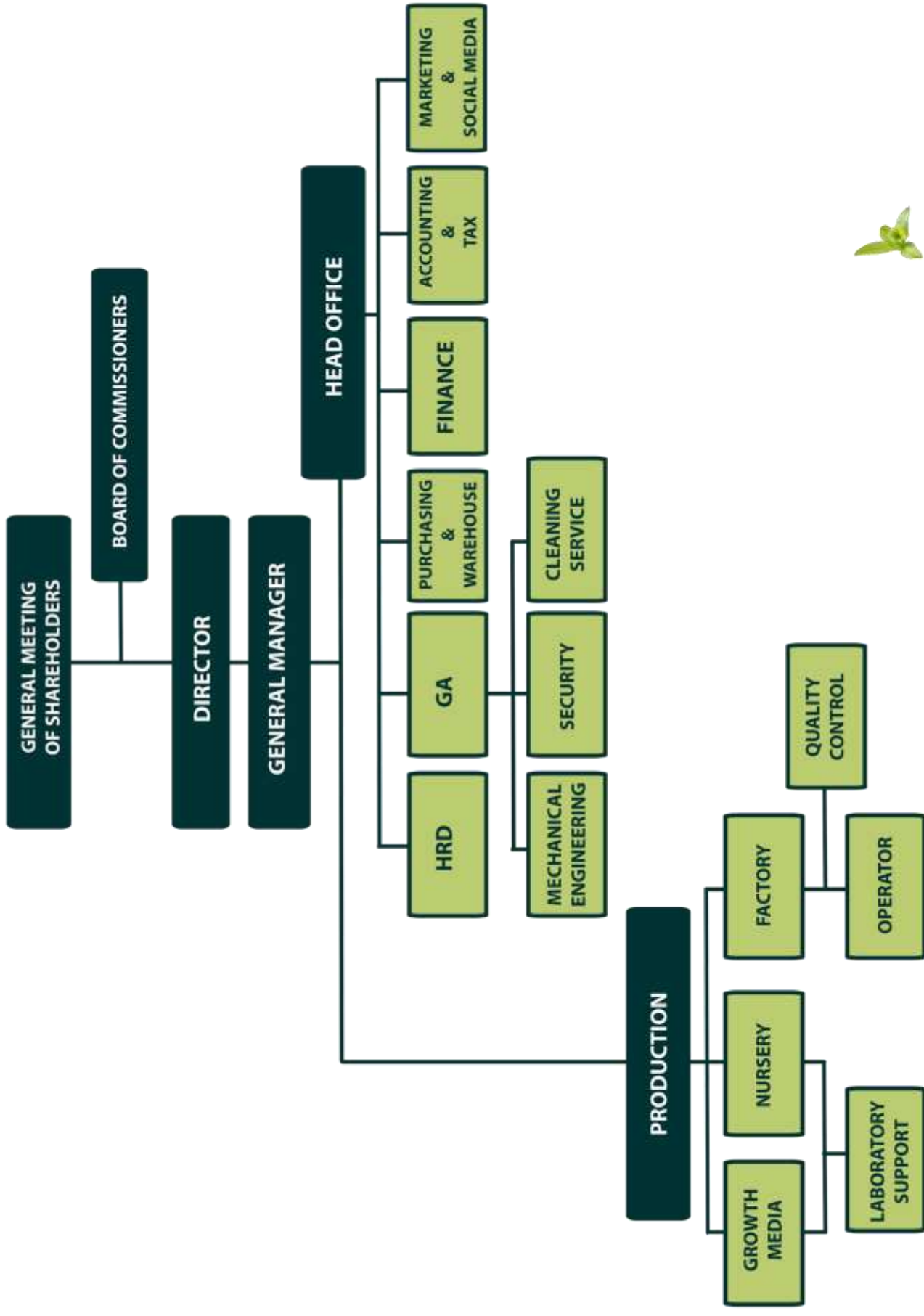
The company adheres to important moral values and spirit that motivate the creation of a good and competitive work climate. Company Value held by PAB is Panca Krida (4KL/Power to Success):

PANCA KRIDA

- ▣ Opportunity (Kesempatan)
- ▣ Work Hard (Kerja Keras)
- ▣ Work Smart (Kerja Cerdas)
- ▣ Work Thoroughly (Kerja Tuntas)
- ▣ Loyalty (Loyalitas)



ORGANIZATIONAL STRUCTURE



PRODUCT

Vanili Indonesia was produced by
PT. Persaudaraan Anak Bangsa include :

▣ Vanilla with Various Qualities

Gourmet



Extract



Cut



▣ Vanilla Derivative Products

1. Vanilla Powder
2. Vanilla Liquid Extract
3. Vanilla Pasta
4. Vanilla Sugar
5. Vanilla Syrup



CONTACT INFORMATION



Instagram
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