



## Company Profile

2021

**PT. ARTA BOGA  
CEMERLANG**



# ARTA BOGA CEMERLANG

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Arta Boga Cemerlang has become the sole distributor of OT and successfully delivers OT products to customers across Indonesia.

In 1985, PT. Arta Boga Cemerlang began its journey in the field of distribution. Thanks to its efforts and continuing commitment to provide the best, Arta Boga Cemerlang gained recognition as the best distribution company in Indonesia. The Corporate Image Award IMAC (Indonesian Most Admired Company) as the Best Food and Beverages Distributor has been awarded to Arta Boga Cemerlang year after year.

Arta Boga Cemerlang believes that trustworthiness is the most important thing. Therefore, the company emphasizes on professionalism, punctuality in delivery and wide stretching territory, Arta Boga Cemerlang has become the sole distributor of OT and successfully delivers OT products to customers across Indonesia.

Arta Boga Cemerlang has an established distribution network and strong logistics, both in big cities and smaller communities throughout Indonesia. It is most experienced in the marketing of various categories of products, ranging from perishable products with short life cycles that require complicated control to innovative products that require special handling processes.

With its complete fleet, the Arta Boga Cemerlang distribution team, is divided into three marketing divisions, namely the Food & Confectionaries (FC) division, which sells food products, the Personal Care (PC) division, which sells non-food products and a division called Sweet Water Plus (SW +) that focusses on beverages. Arta Boga Cemerlang continues

to strengthen its network in traditional and modern markets such as supermarkets, mini-markets and hypermarkets.

Arta Boga Cemerlang number of branches growing in line with business growth OT. Deepening penetration in remote areas, enables Arta Boga Cemerlang to serve consumers in all regions.





OT VISION  
GO BEYOND

ARTABOGA  
MISSION

Build a **STRONG PARTNERSHIP** with customers  
by **DELIVERING THE BEST PRODUCTS AND  
SERVICES** in **EVERY CITY** in **INDONESIA**

Continuously **EXPLORE OUR PEOPLE'S  
POTENTIAL**  
to **IMPROVE OUR NATION'S WEALTH**



# OT VALUES

## ● IN GOD WE TRUST

Faith to God within work (OBEDIENCE).

As God said; I believe and I do. I do what I can. God will do what I cannot.

## ● INTEGRITY

Honest, uncompromising towards fraudulence/deviation and courageous towards honesty and responsibility.

Self-commitment towards character development in contrary to personal gain, towards people rather than material possessions, towards service rather than authority, towards principles rather than happiness and towards long-term in contrary to short-term.

## ● RELATIONSHIP

A healthy relationship, constructive and mutually reinforcing between CESS (Customers, Employees, Shareholders and the Society).

We would like to build a steady relationship between the consumers, employees and their families, shareholders and other related parties based on faith, transparency, empathy, mutual respect and trust in order to acquire and improve shared prosperity.

## ● WINNING SPIRIT

As a winner, we have passion and determination in order to overcome obstacles in every way.

We have the spirit of a winner and we think as a winner, we prepare ourselves to become winners, work as a winner as well as having the determination to consistently learn, practice and become capable within work in order to provide consistently improving results.

## ● INNOVATION

Having the courage to change, clever in seeking, exploring and discovering innovative solutions. For us, innovation means being able to cleverly seek, explore, discover and try new ideas as well as having the courage to change in order to consistently learn, practice and become capable, as well as applying technological developments to continuously improve shared prosperity.



#### Kantor Wilayah Arta Boga Cemerlang

Sumatera Utara	Banten	Bandung	Malang	Manado
Sumatera Barat	DKI Jakarta	Semarang	Bali	Makassar
Sumatera Selatan	Bekasi	Solo	Pontianak	
Lampung	Cirebon	Surabaya	Balikpapan	



Berkat upaya keras serta terus menjaga komitmen untuk selalu memberikan yang terbaik, Arta Boga Cemerlang mampu mendapatkan pengakuan sebagai perusahaan distributor terbaik di Indonesia. Penghargaan sebagai The Best Food and Distributor telah berhasil diraih setiap tahunnya pada Corporate Image Award IMAC (Indonesia Most Admired Company).



Pasta dan sikat gigi dengan merk FORMULA menjadi produk pertama yang di produksi. OT menunjuk PT.Arta Boga Cemerlang sebagai distributor tunggal yang dipercaya untuk menangani dan menguasai jalur distribusi produk OT di seluruh Indonesia.



OT memulai perjalanannya di Indonesia melalui produk minuman kesehatan tradisional. Setelah memiliki pabrik pertama di Semarang, OT membangun pabrik keduanya di Jakarta.





# AWARDS



ICSA by SWA  
Tango Wafer (2002-2012)  
Formula SG (2003, 2005-2009, 2011)



Top Brand Platinum Award  
Tango Wafer (2011)



Top Brand for Kids  
Tango Wafer (2011)  
Oops (2010-2011)



Platinum Brand IBBA  
Formula (2002-2011)



Certificate Superior Taste Award  
Wafer Tango Chocolate Cream (2009)  
Wafer Tango Vanilla Milk Cream (2009)



Social media Awards  
Tango Wafer (2011-2012)  
Kiranti Plus Juice (2011-2012)



Indonesia's Women Brand Champion 2011  
Formula SG (2011)



Peduli Gizi  
Kiranti Plus Juice (2012)



No 1 Choice Brand  
Kiranti Plus Juice (2011, 2013)  
Formula SG (2012)



Indonesia Original Brands 2012  
Formula SG (2012)



Indonesia Brand Identity Summit  
Tango Waffle (2007)



World Class Quality Achievement  
Formula SG (2012)



Mom's Choice Brand  
Oops (2011)



Top Brand Award  
Tango wafer (2004-2011, 2013-2015)  
Tango Waffle (2013)  
Kiranti (2009-2010, 2012-2013, 2015)  
Formula SG (2011-2013, 2015)  
Oops (2011)



Top Brand Award  
Oops Wafer Keju (2011)  
Teh Gelas (2009-2012, 2015)  
Vita Jelly (2008-2009, 2011)  
Fullo (2015, 2017)  
MintZ (2015)





# DISTRIBUTION MAP

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IAWA

BALI

NUSA TENGGARA

SUMATERA

KALIMANTAN

SULAWESI

PAPUA





# TOGETHER WE ACHIEVE MORE

OT is committed to create the best products  
for you. Your happiness is our greatest happiness



# GROW WITH US

OT is committed to create the best products  
for you. Your happiness is our greatest happiness





# CAREER

As a growing company, both at home and abroad, OT believes that human resources are a major asset, which supports our corporate success. OT is trying to create workplaces that grow support, familiarity and passion. The working environment at OT comprises training facilities, a complete library, a gym for employees to stay fit and a rooftop garden where employees can socialize.

## PROFESSIONAL

OT believes that it is key to put the best people, in line with their interests and abilities, in the right position. Therefore, we provide opportunities to qualified employees to continue growing and moving forward with us.

## FRESH GRADUATE

OT offers designated programs for fresh graduates, including those in the fields of Marketing, Sales, Engineering, Finance, and Human Resources.

As the OT business continues to grow, we believe the talented young professionals are an important part of our business because their contribution to creating new business opportunities, while expanding and deepening knowledge and experience.



**WE NEED YOU!**





# Follow Us !



**Arta Boga JTU**



**artabogaofficial.jtu**

Follow kami untuk tetap update dengan info lowongan kerja PT Arta Boga Cemerlang (Orang Tua Group)





## Contact Us

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Facebook : Arta Boga JTU

LinkedIn : Arta Boga Cemerlang Jateng Utara