

## **CHAPTER II OVERVIEW OF THE SETTING RESEARCH**

### **2.1 Company Profile of PT MJAN**

PT MJAN which is located in Kidulan, Salamrejo, Sentolo, Kulon Progo. Established on 2 August 2012, in April 2013, it started producing coconut shell charcoal briquettes. In 2013, PT MJAN's sales turnover of coconut shell charcoal briquettes reached IDR 3 billion per year, with details of 70 percent export and 30 percent local. In 2014, turnover increased by IDR 24 billion per year, with details of 80 percent export and 20 percent local. Currently, PT MJAN is empowering the Girimulyo community to produce oil that is ready for consumption, while coconut shell waste is used to add raw materials. So far, local raw materials have been imported from Central Java and DIY, and have only been able to meet 30 percent of the needs, while the other 25 percent have been imported from Kalimantan, 25 percent from Sulawesi, and 20 percent from Sumatra. With a production capacity of 200 tons per month or 10 FCL 20 Ft, now PT MJAN employs 139 people from Kulon Progo, with a minimum wage facility plus BPJS Labor, Health and Holiday Allowances.

Prior to adopting the Business Model Canvas, PT MJAN utilized a general business plan to guide its operations. The company has been in operation for several years and has established a strong presence in the international market.

In order to gather data and information for our research, we conducted interviews with key personnel from the company. For PT MJAN, we interviewed the supervisor of the company. As the supervisor, they hold a managerial position

and are responsible for overseeing the operations and business model used by the company.

## **2.2 Company Profile of UD AI**

This company is located in Sleman, Yogyakarta. UD AI sells high quality black charcoal types of mangroves, Sono, acacia wood. With various sizes for export / import as well as for local distribution. Several types of products are sold by this company, namely Shisha Coconut Shell Charcoal Briquette, Sawdust Charcoal (Sawdust Briquettes), Hard Wood Charcoal, Black Charcoal Mangrove, Binchotan, charcoal and coconut bricks.

Similar to PT MJAN, it used a general business plan prior to adopting the Business Model Canvas. The company has been operating for a considerable period and has gained a reputation for its high-quality coconut charcoal products.

In order to gather data and information for our research, we conducted interviews with key personnel from the company. In the case of UD AI, we interviewed a regular administration staff member. This individual plays a vital role in handling administrative tasks within the company, such as record-keeping, documentation, and managing day-to-day operations. Through this interview, we gained valuable insights into the company's business model.

### **2.3 Company Profile of PT KBP**

PT KBP as a company that produces charcoal briquettes located in Jalan Deandles, Pleret, Panjatan, Dusun II, Pleret, Panjatan, Kulon Progo, Daerah Istimewa Yogyakarta.

PT KBP, a coconut charcoal export company located in Yogyakarta province, operated under a general business plan before adopting the Business Model Canvas. The company has been active in the industry for several years and has built a strong customer base.

In order to gather data and information for our research, we conducted interviews with key personnel from the company. For PT KBP, we interviewed a general staff member. Their insights helped us understand the company's business model and operation.

### **2.4 Company Profile of PT MJA**

PT MJA is a company engaged in the processing of various types of Charcoal and located in Wirokerten, Banguntapan, Bantul, Yogyakarta Province. The main focus of our company at the moment is to provide Charcoal with the main raw material from Wood. Charcoal Distributors who have Exported to various countries in the World. This company is always committed to always produce a product with quantity and quality that is maintained. From the types of charcoal that we produce, such as Wood Charcoal, Briquette Charcoal, Coconut Shell Charcoal, Tamarind Wood Charcoal, Halaban Wood Charcoal and so on. The charcoal that is produced is of Export Standard Quality.

PT MJA, a coconut charcoal export company in Yogyakarta province, pursued a different approach to business strategy before adopting the Business Model Canvas. The company employed the Blue Ocean Strategy to differentiate itself from competitors and tap into unexplored market segments.

In order to gather data and information for our research, we conducted interviews with key personnel from the company. We conducted an interview with the supervisor of PT MJA, similar to PT MJAN. This interview aimed to gather information about the company's operations and business models of the company.