

## TABLE OF CONTENTS

|                                                                                                         |      |
|---------------------------------------------------------------------------------------------------------|------|
| <b>THESIS APPROVAL SHEET</b> .....                                                                      | ii   |
| <b>STATEMENT OF THESIS AUTHENTICITY</b> .....                                                           | iii  |
| <b>FOREWORD</b> .....                                                                                   | iv   |
| <b>TABLE OF CONTENTS</b> .....                                                                          | v    |
| <b>LIST OF FIGURES</b> .....                                                                            | vi   |
| <b>GLOSSARY</b> .....                                                                                   | vii  |
| <b>ABSTRACT</b> .....                                                                                   | viii |
| <b>ABSTRAK</b> .....                                                                                    | ix   |
| <b>INTRODUCTION</b> .....                                                                               | 1    |
| <b>PART I: THE INTERNSHIP</b> .....                                                                     | 2    |
| CHAPTER 1: PRESENTATION OF THE COMPANY .....                                                            | 2    |
| CHAPTER 2: THE MISSIONS CARRIED OUT DURING THE INTERNSHIP .....                                         | 6    |
| <b>PART II: REFLECTION ON A PROFESSIONAL PROBLEM STATEMENT FROM THE<br/>INTERNSHIP EXPERIENCE</b> ..... | 14   |
| CHAPTER 1: PROBLEM STATEMENT IDENTIFICATION .....                                                       | 14   |
| CHAPTER 2: REFLECTION ON THE INTERNSHIP EXPERIENCE .....                                                | 17   |
| <b>PART III: RECOMMENDATIONS</b> .....                                                                  | 28   |
| <b>CONCLUSION</b> .....                                                                                 | 33   |
| <b>BIBLIOGRAPHY</b> .....                                                                               | 35   |
| <b>APPENDIX</b> .....                                                                                   | 47   |

## LIST OF FIGURES

|                                                                                     |    |
|-------------------------------------------------------------------------------------|----|
| Figure 1: Organisation Structure of Unilever Indonesia (1) .....                    | 36 |
| Figure 2: Organisation Structure of Unilever Indonesia (2) .....                    | 37 |
| Figure 3: Top 9 FMCG Companies in Indonesia.....                                    | 38 |
| Figure 4: Unilever Indonesia's Sales Channel in Q3 2020.....                        | 39 |
| Figure 5: Top Shampoo Brands in Shopee and Tokopedia .....                          | 40 |
| Figure 6: Top Oral Care Brands in Shopee, Tokopedia, and Blibli .....               | 41 |
| Figure 7: The Writer's Internship Experiences Timeline .....                        | 42 |
| Figure 8: The Writer's Internship Experiences.....                                  | 43 |
| Figure 9: R&D Intensity Versus Sales Growth for Global Food & Drink Companies ..... | 44 |
| Figure 10: Research and Development Cost as a Percentage of Revenue.....            | 45 |
| Figure 11: Porter's Five Forces Model and Indicators .....                          | 46 |