

Changing For The Great Future

COMPANY **PROFILE**

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This book contains
all the things you
need to know about
PT Fajar Mas Murni.

Simply put : This is
our company
profile.

Introduction

Changing For the Great Future

Our beloved company PT Fajar Mas Murni, or generally known simply as FMM, has been around for almost half a century, providing solution and personalized services to our customer sand, in the process, helping shape our country's general development and infrastructure.

Starting from a humble beginning as a general importer, our company has grown over the years to become one of Indonesia's biggest limited liability companies. Our products have helped build industries, infrastructures, and transportation.

We also help our country moving forward in research, education and healthcare. More than that, we've create opportunities for many of our country men to experience what sustainable growth looks like in practice.

We aim to always be the first in line in developing this country.

Representing our name "Fajar", which translates as "dawn", we want to make sure that we are here at the beginning of each day, to always be the first choice of credible partner for everyone.

That' s our promise.

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Chapter I

Vision, Mission & Values

Our vision, mission and values are the foundation of PT Fajar Mas Murni.

They come from our beliefs. They shape our decisions. They give us a sense of purpose.

Vision, Mission & Values

Vision

To be a distinguished company excels in trading sectors of investment commodities in Indonesia and as the first and foremost choice for stakeholders through professionalism and decent businesses ethics

Mission

- Providing the best solution by implementing leading the technology in the pursuance of customer satisfaction.
- Developing employees by generating a supportive work environment hence boosting productivity in conjunction with outstanding achievement.
- To optimize the core businesses and expand new ventures presenting additional value for all stakeholders.
- Committed to environmental awareness and responsible toward communities.

Company's Values

CREDIBLE

Competence

Deliver board knowledge, expertise, skills, and a reliable work attitude.

Responsive

Proactive, supportive and agile in handling issues.

Enthusiams

Passionate within teamwork to fulfill duties and obligations.

Dynamic

Adaptive, flexible and collaborative upon transformation.

Innovative

Creative and brilliant at overcoming challenges.

Better

Persistently giving out at its finest and leading in competition.

Loyalty

Highly dedicated, disciplined, honest, and responsible.

Excellent

achieving greatest performance by the virtue of being a professional and persistent manner.



Chapter II

Words From Our President

Now, let's hear more about
PT Fajar Mas Murni from
our president.

Words From Our President

Words From Our President

Starting from humble beginning in 1978, PT Fajar Mas Murni (FMM) has witnessed and contributed to the development of Indonesia. Providing best solutions on the principles of hard work, integrity and a strong desire to succeed, we continue to grow and develop our business in various industries, infrastructure and construction, health and education across this great nation.

As a company of people, we underpinning every-thing we do put the highest value in our assets : our team, principals, and customers.

With more than 468 employees in 12 big cities of Indonesia, we have a professional and committed team as we creating, opportunities for our country men to experience what sustainable growth looks like in practice and moved the direction of our business in to sales, spare-parts and services.

Equipped with world-class products, that were present from our valued principals, have helped us achieve a reputed position in the industry due to their assured quality standards.

We always strive to provide the best in class service to our customers and building close relationships along the way where our ultimate goal is to always be the first in line developing this country.

PT Fajar Mas Murni is a company that will never lose sight of its heritage and history. Representing our name "Fajar" which translate as "dawn" we want to make sure, that we are here at the beginning of each day, to always be the first choice of credible partner of everyone. That's our promise.

Yours sincerely,

President Director



Chapter III

Company

Overview

Fajar Mas Murni Headquarters
Jln. Raya Narogong No. 214,
Bekasi 17116
West Java, Indonesia



With the company's age that has reached four decades, PT Fajar Mas Murni is a mature, experienced company that is always ready to give excellent services. Our drive and passion, however, remain young.

Learn more about who we are in the following segments.

Fajar Mas Murni This is Us.

Starting as a general importer back in early 1973, PT Fajar Mas Murni has turned the pages of its history. On 11 May 1978, the activities were consolidated and stepped-up.

Our main activity becomes representing national and international well-known manufacturers mainly as their exclusive distributor for the territory of the Republic of Indonesia.

FMM, as it is generally known, is an Indonesian limited liability company. Within a relatively short period of time, FMM's sphere of endeavor's has steadily grown, and FMM is now well-established as a major supplier of various types of essential equipment and materials used to support development in almost all sectors of the Indonesian economy.

FMM provides complete professional services to its customers throughout Indonesia.

Further more, the company is also committed to maintain the highest standards for the safety and health of all company employees and to prevent pollution of the environment.

The company conducts all of its activities with appropriate safeguards against harmful material exposure to the general public that risks against their safety and health.

The company observes all applicable laws and regulation regarding quality, safety, health and environment in order to minimize the impact of environmental pollution.



4 Decades of Service

For more than four decades, we have contributed to Indonesia's growth.

For almost half a century, our company has been devoted to providing outstanding solutions for businesses and government agencies to thrive in this markedly fast-moving age.

From industries, infrastructure, transportation to research, education and health care, our works, crafted using our products, are spread across this great nation.

Our products have helped us achieve a reputed position in the industry due to their assured quality standards.

Starting in 1978, our company has seen the many changes that Indonesia has experienced. In a way, we are a witness to the development of this country. We grow as the country grows. We moved the direction of our business in to sales, spare parts and services.

In 2016, we decided that our company needed a change in order to improve our ourselves. We reorganized our company that year.



2016

Becoming a solutions-based trading company

2021

Changing Logo for Great Future

1978

Becoming general trading company

1973

Established as a general importer

Company Milestones

The visuals above show how PT Fajar Mas Murni has evolved since its creation four decades ago.

Range of Services



What makes PT Fajar Mas Murni stand out from the crowd? We believe it's our service-oriented approach and attitude.

At a glance, we offer a range of services to help with the entire process of procurement, sales, delivery, installation and after – sales service.

What's more is that all of these are done by our staff.

If it's workable, we'll do it.

Pre-Sales

Sales Letter

Product Seminars & Exhibition

Consultative Selling

Negotiation

Sales

Equipment

Package Solutions

Project

Supply of Individual Equipment or Turn-key Plants

After Sales

Supervision, Technical Advice & Application Engineering

Preventive & Predictive Maintenance

Repair, Overhaul, Reconditioning & Rebuilding

Technical Training

Spare Parts

Sales Function



**Laboratory & Inspection
Equipment**

PT Fajar Mas Murni provides complete professional services to its customers throughout Indonesia, including - but not limited to laboratory and inspection equipment, construction and mining equipment, industrial technology equipment and services, rotating equipment, project / package equipment and process equipment.



**Construction & Mining
Equipment**



Rotating Equipment



**Industrial Technology
Equipment**



**Project / Package
Equipment**



**Industrial Technology
Services**



Process Equipment

Our Subsidiaries



Fajar Rawayan Utama

Established in 2007, Fajar Rawayan Utama, or FRU, has quickly grown to become the premier independent heavy equipment rental company in Indonesia.



We offer short and long-term equipment rentals, or rental purchase option to best fit your equipment needs. FRU provides an economic solution to often expensive machinery demand and is supported with exceptional service and high-quality technicians. Some of our most popular products include Epiroc and Ingersoll Rand Air Compressor.

The number of employees on 2022 is 41 people



Fajar Bumi Harmoni

Fajar Bumi Harmoni, or also known as FBH, is a company engaged in the field of construction.



FBH are committed to providing the best service for our clients as well as providing high quality products.

The number of employees on 2022 is 16 people.



Fajar Mitra Utama

Fajar Mitra Utama, or simply known as FMH, is focusing in after-sales services of well-know products and fabrication.



As an integrated service that offers various kinds of equipment solutions that meet with customer requirements, FMH has a facility that is equipped with complete services such as remanufacturing, service, workshop welding center and training center.

The number of employees on 2022 is 41 people.

Our Committed Employees

2015
390



2016
343



2020
346



2021
319



2022
309



2025
308



Personnel Composition PT Fajar Mas Murni

BOD & BOC	10
Management	35
Sales Team	53
Service Team	81
Marketing	15
Support	108
Total Employee	308
Subsidiaries	196
Grand Total Employee	504

Service Capability

The number of employees focusing on after-sales support is 153 people, and a new 5.000 m² is dedicated for workshop and office area in Bekasi.

The hard working tradition at PT Fajar Mas Murni derives from our employees extraordinary passion for service.

Their commitment, and said passion, is fundamental to our continued success.

We thrive on building good working relationships with everyone involved at the company.

The strength of our close-knit community lies in our deep appreciation for helping, supporting and working hand in hand with each other.

Our Valuable Customers

We hear the words "Customers are king" a lot, but most of the time those are just words.

Our valuable customers, however, are truly "kings" in their fields.

We pride ourselves in putting our customers first: They're at the heart of our business. Over the years, we have been blessed with a list of major companies operating on the leading edge as our customers.

Their presence drives us and inspires us to continuously improve ourselves, Every minute, Every day. Here are some of our valuable customers grouped by their industry sector.

AGROINDUSTRIES



AUTOMOTIVE & TRANSPORTATIONS



BASIC INDUSTRIES



CEMENT



CHEMICAL & PETROCHEMICAL



CONSTRUCTIONS & INFRASTRUCTURES



ELECTRONICS



FOOD & BEVERAGES



GOVERNMENT & MILITARY



HOSPITAL & HEALTHCARE



MINING



OIL & GAS



PHARMACEUTICALS



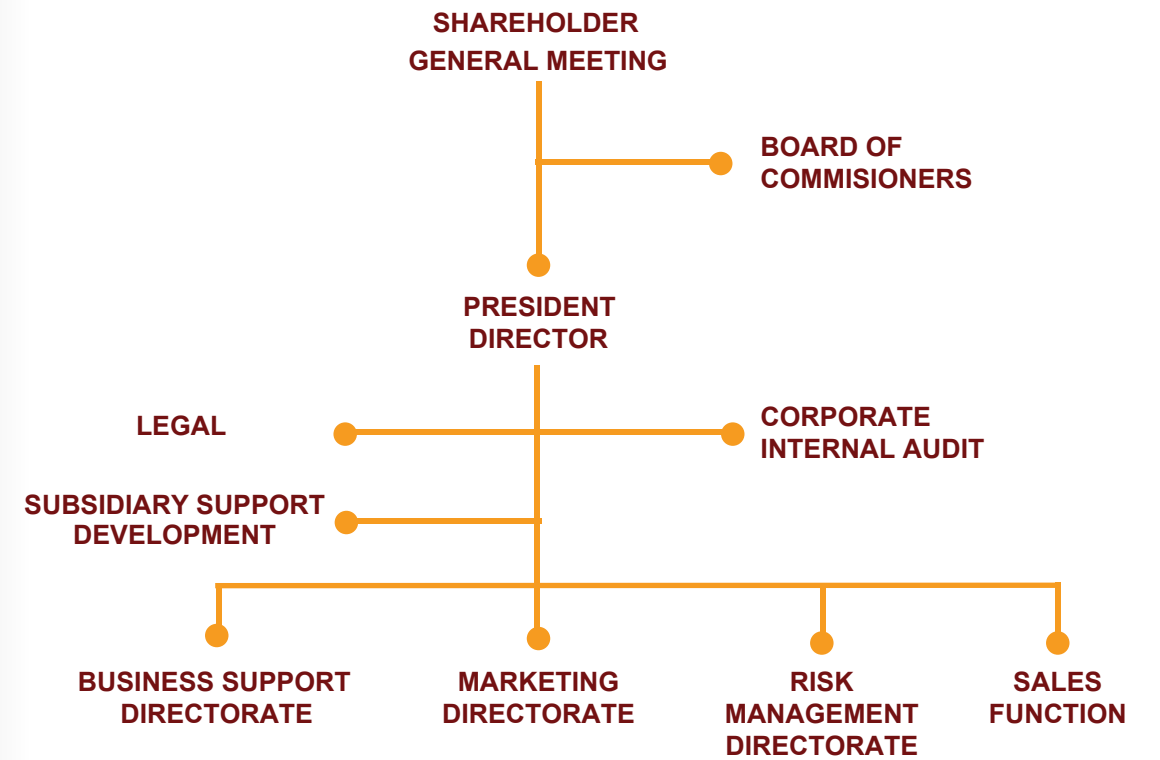
RESEARCH & EDUCATION



TOBACCO & CIGARETTES



Organization Structure



Our company is large, and we are comprised of only the best people in the industry.

Our people are our greatest asset. With our team of experienced and qualified staff members, we expect to reach greater heights in the industry achieving both operational and service excellence

Our recruitment process ensures that the most suitable and highly skilled prospects are recruited that has enabled the company to maintain its high standards of delivering.

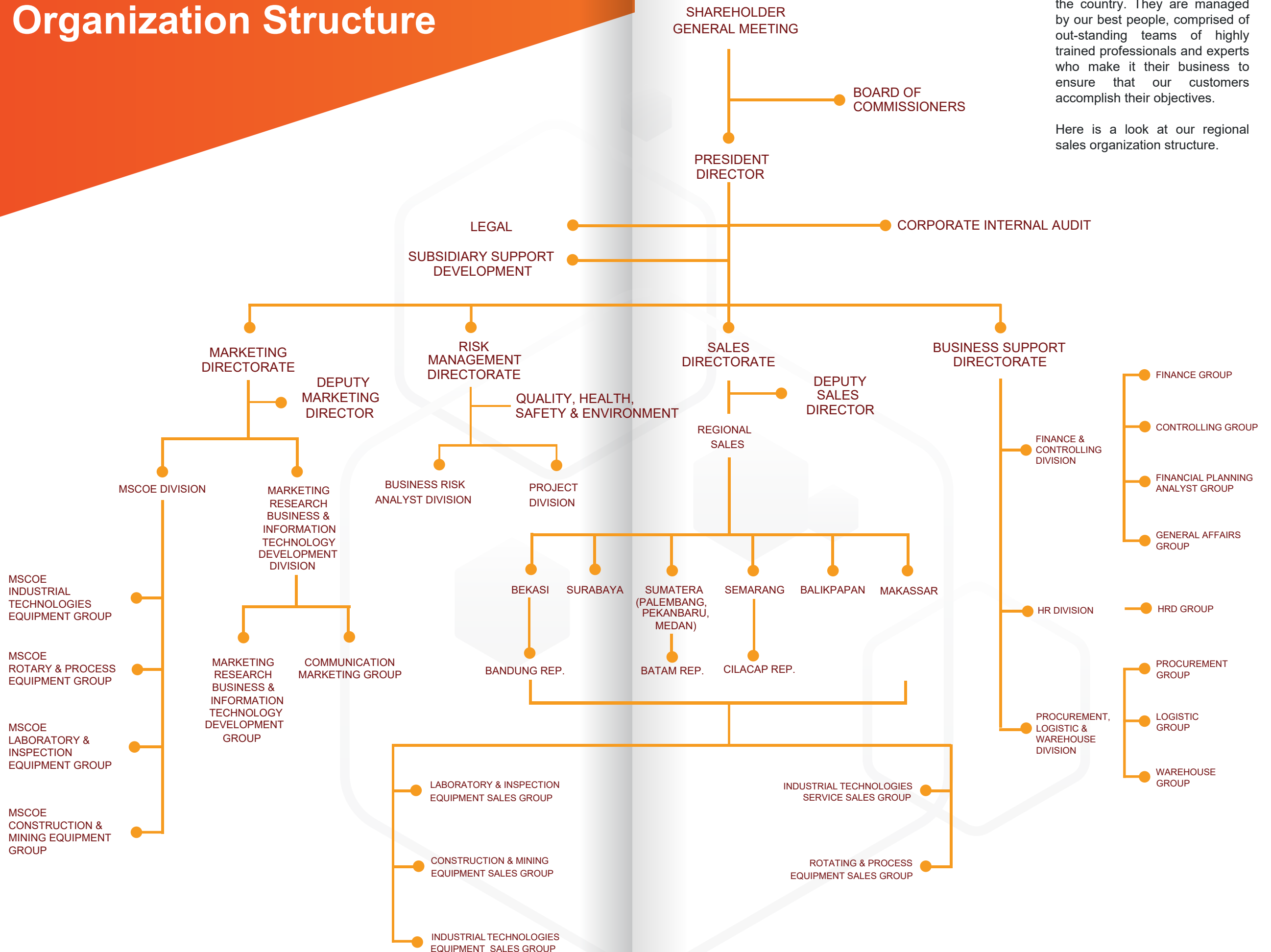
exceptional service to our clients ensuring highest level of satisfaction.

Our company is large, and we are comprised of only the best people in the industry. We always make sure that we have the right people for the right positions

REGIONAL SALES Organization Structure

Our regional sales are located in various strategic areas across the country. They are managed by our best people, comprised of out-standing teams of highly trained professionals and experts who make it their business to ensure that our customers accomplish their objectives.

Here is a look at our regional sales organization structure.



Awards & Recognition

Here are some of the awards and recognitions we have achieved through the years.



Management System Certifications

- 01 Certified ISO 45001:2018** By Mutu Certification International. (Occupational Health & Safety Management System)
- 02 Certified ISO 9001:2015** By Mutu Certification International. (Quality Management System)
- 03 Certified ISO 14001:2015** By British Standard Institution (Environmental Management System)



Awards From Customers

- 01** “9 Stars Award” given by PT HM Sampoerna Tbk. and Philip Morris International in 2016.
- 02** “Certificate of Appreciation” awarded by SKK MIGAS and Pertamina in 2015.
- 03** “Best KPI Contractor 2015” awarded by SKK MIGAS and Pertamina.
- 04** A certificate given by Pertamina in 2012 as an expression of appreciation for Fajar Mas Murni’s cooperation in conducting Instrument Air Compressor Equipment Maintenance and Repair Services in 2011.
- 05** Achievement of Monthly Zero Performance, awarded by Chevron Ltd. in 2013.
- 06** Achievement of 2013 Performance awarded by Chevron Ltd. in 2013.
- 07** Excellent safety performance without record able and serious incidents in 2010, awarded by Conoco Phillips in 2011.
- 08** Team with best safety improvement, awarded by PHE ONWJ in 2009.
- 09** Recognition award for operation availability, awarded by BP West Java in 2008.
- 10** Recognition of achievement without Lost Time Injury (LTI), awarded by IKPT in 2005.

Awards From Partners

- 01** Zero Accident Award from Kemnakertrans RI in 2015.
- 02** Excellent Performance for maintaining safe operation and zero accident during 2014 awarded by Chevron Ltd. in 2015.
- 03** Excellent safety performance without any record able case in 2013, awarded by Conoco Phillips in 2014.
- 04** Zero Accident Award from Kemnakertrans RI in 2013.
- 11** Achievement of the 3 .000.000 project safe man hours, awarded by IKPT in 1999.
- 12** Keselamatan Kerja Kecelakaan Nihil “Patra Nirbhaya Karya Utama,” awarded by Pertamina in 1998.
- 13** Zero Accident Award “Patra Nirbhaya Karya Utama,” Awarded by Pertamina in 1998.
- 14** Zero Accident Award from Kemnakertrans RI in 1994.

Our Quality, Health, Safety & Environment Policy



Our Quality, Health, Safety, & Environment Policy is one of our ways to ensure that we keep our promise as your credible partner.

PT Fajar Mas Murni as a national private company engaged in General Trading and After Market is always oriented towards customers, employees, principals and shareholders' satisfaction also applies the highest standards on Quality, Safety, Health and Environment

in carrying out it's activities.

To achieve these goals, PT Fajar Mas Murni established policies with the following main objectives:

- 01** Ensure the increase in sales of all Principal product according to the predetermined targets.
- 02** Committed to customer satisfaction by improving services, good cooperation and sustainable relationship.
- 03** Generating level of profit that ensures the growth and achievement of added value for shareholders.
- 04** Increasing the work productivity of all employees through coaching, training and directional communication.
- 05** Committed to prevent accidents at work and occupational-related diseases and controlling the environment impact.
- 06** Committed to comply with laws and regulations also other requirements related to safety, health and environment.
- 07** Committed to carrying out consultation and participation in the QHSE Management System.
- 08** Committed to continuously improving the QHSE Management System.

Chapter IV

Products, Principal & Regional Sales

Our products and services are diverse. You may not always recognize them right away, but they are everywhere.

The reputation and quality of our products are the corner stone of our business.

Further more, we support our products and solutions by adhering to high quality control procedures and striving to provide the best possible service and experience to secure peace of mind for each and every customer. Call us, and we'll do the best.

Our Principals & Social Media



Scan Us

Find & Follow Us



Dont forget to find us
and follow us

 www.fajarmasmurni.com

 www.fmishop.id


 PT FAJAR MAS MURNI

 FMM SHOP

 FMM SHOP

 FMM SHOP

 @fajarmasmurni

 fajarmasmurniofficial

 PT FAJAR MAS MURNI

 PT FAJAR MAS MURNI

Our Nation Wide Regional Sales

These are our regional sales across the country.

Our regional sales are spread across the country, making sure that our products and services are available near you. For general inquiries, contact us through these address or, even better, visit one of them directly and have a look around.



Bekasi

Address : Jln. Raya Narogong No. 214 , Bekasi 17116 , West Java, Indonesia
Phone : (+62-21) 820-3989 , 820- 3990 (hunting)
Email : bekaasi@fajarmasmurni.com

Balikpapan

Address : Jln. Jend. Sudirman No . 597 Balikpapan 76114 , East Kalimantan, Indonesia
Phone : (+62- 542) 761- 548, 763-132
Email : balikpapan@fajarmasmurni.com

Surabaya

Address : Jln. Jemur Andayani No. 27, Surabaya 60237, East Java, Indonesia
Phone : (+62-31) 843-9827 / 8439-857 (hunting)
Email : surabaya@fajarmasmurni.com

Semarang

Address : Jln. Perintis Kemerdekaan No. 56 B, Banyumanik, Semarang 50269, Central Java, Indonesia
Phone : (+62-24) 747-4936
Fax : (+62-24) 746-1557
Email : semarang@fajarmasmurni.com

Bandung (representative)

Address : Lima Building Lt.1, Jln.Sunda No.55-61, West Java, Indonesia
Phone : (+62-22) 457-20253
Email : bandung@fajarmasmurni.com

Medan

Address : Jln. Medan- Tanjung Morawa Km. 9 No. 200 , Medan 20148, North Sumatera, Indonesia
Phone : (+62-61) 786- 7485 (hunting)
Fax : (+62 -61) 786- 5777
Email : medan@fajarmasmurni.com

Makassar

Address : Jln. Daeng Ramang No.147 Kel. Sudiang Raya, Kec. Biringkanaya Makassar, Sulawesi Selatan, Indonesia
Phone : (+62-411) 556-144
Fax : (+62-411) 556-177
Email : makasar@fajarmasmurni.com

Pekanbaru

Address : Jln. Bindanak / Pontianak Ujung No. 5A, Tangkerang Utara, Pekanbaru 28282, Riau, Indonesia
Phone : (+62- 761) 45228, 45229
Fax : (+62 -761) 848408
Email : pekanbaru@fajarmasmurni.com

Batam

Address : Kawasan Bintang Industrial Park I Blok B No. 19 , Batu Ampar , Batam 29457 , Indonesia
Phone : (+62-778) 411-570
Fax : (+62-778) 411-571
Email : batam@fajarmasmurni.com

Palembang

Address : Jln. Jend. Basuki Rachmat No. 81 Palembang 30001, South Sumatera, Indonesia
Phone : (+62711) 410-190, 411986
Fax : (+62711) 410-190
Email : palembang@fajarmasmurni.com

Cilacap (representative)

Address : Jln. Setiabudi No.27 Cilacap 53235 Central Java, Indonesia
Phone : (+62282) 542-220
Fax : (+62 282) 542-148
Email : cilacap@fajarmasmurni.com

**You've reached
the end of this
book.**

**We hope through
everything you
find in here, you
will get to know
us better.**

