

# 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 ourselves. We reorganized our company that year.



**2016**

Becoming a solutions-based trading company

**2021**

Changing Logo for Great Future

**1973**

Established as a general importer

**1978**

Becoming general trading company

## 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 o f 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 one off various kinds of equipment solutions that meet with customer requirement, 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

2014  
344



2015  
390



2016  
343



2020  
346



2021  
319



2022  
309



## Personnel Composition PT Fajar Mas Murni

BOD & BOC	7
Management	21
Sales Team	108
Service Team	74
Marketing	14
Support	85
Total Employee	309
Subsidiaries	98
Grand Total Employee	407

## Service Capability

The number of employees focusing on after-sales support is 153 people, and a new 5.000 m<sup>2</sup> 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 our selves 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 our selves, 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

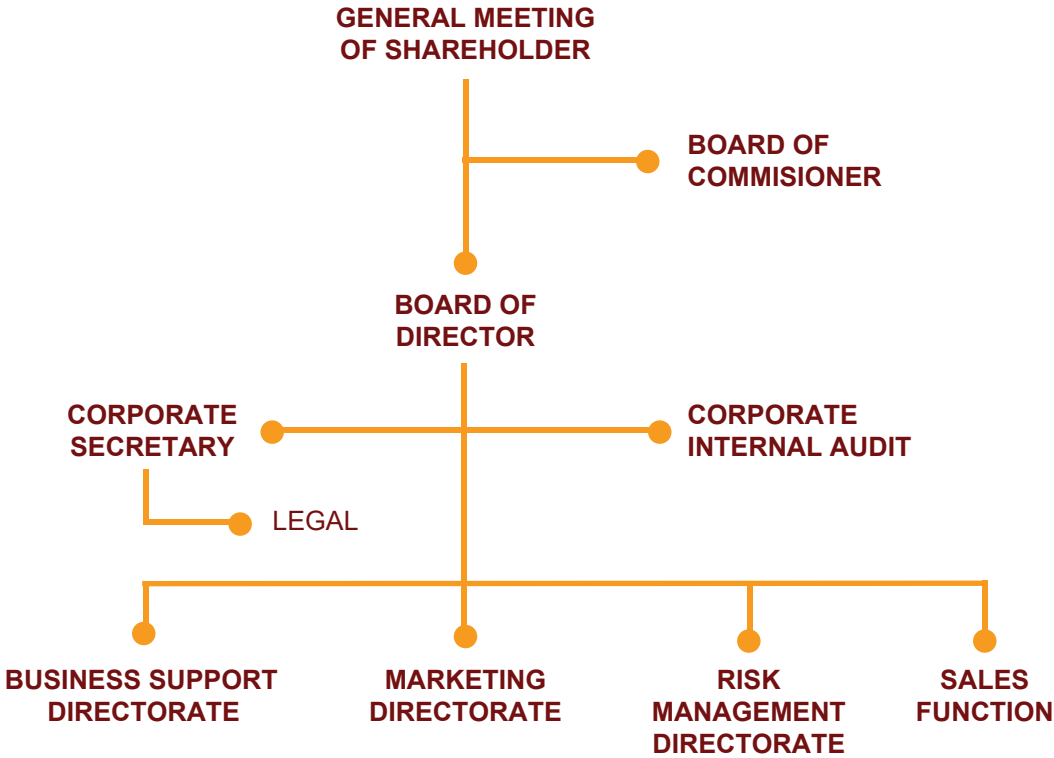


## TOBACCO & CIGARETTES





# 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

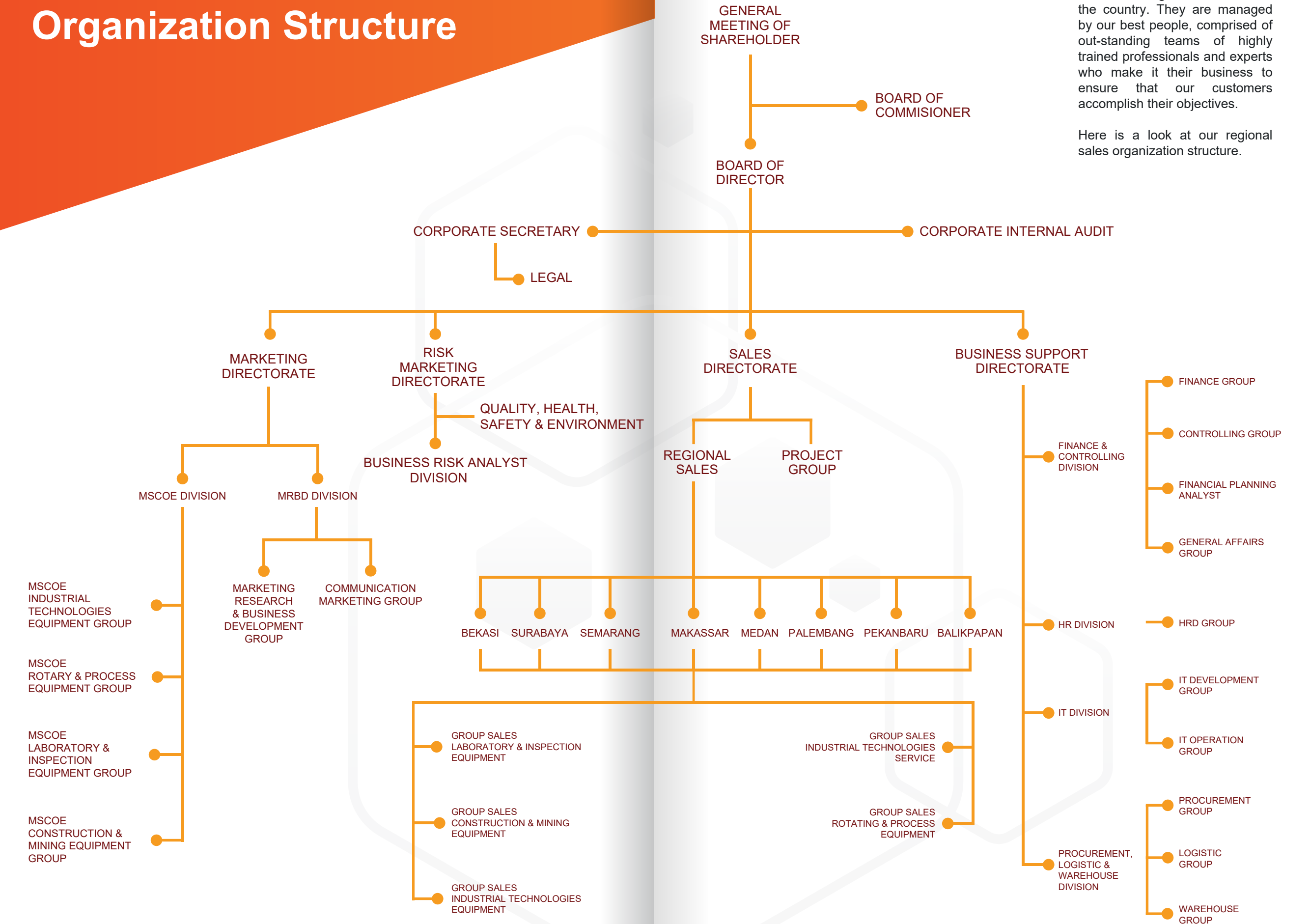


# REGIONAL SALES

## Organization Structure

Our regional sales are located in various strategic are as 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 throughcoaching, 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](http://www.fajarmasmurni.com)



[www.fmmshop.id](http://www.fmmshop.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 :** [bekasi@fajarmasmurni.com](mailto:bekasi@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](mailto: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](mailto: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](mailto:semarang@fajarmasmurni.com)

### Bandung (representative)

**Address :** Jln. Sukarno Hatta No. 647, Bandung 40285, West Java, Indonesia  
**Phone :** (+62-22) 730- 5552  
**Fax :** (+62-22) 730- 3472  
**Email :** [bandung@fajarmasmurni.com](mailto: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](mailto: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](mailto: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](mailto:pekanbaru@fajarmasmurni.com)

### Batam (representative)

**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](mailto: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](mailto: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](mailto: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.**



