

Company Profile Citra Prima – Rendang Oma Keenan

1. Business history / background of Rendang Oma Keenan

Starting from the hobby of cooking, which is the only woman job that I like, I decided to start a business of making rendang as soon as I retired. I was previously a career woman who had worked for more than 40 years as an employee up to managerial level. I initially served in the Quality Control department of a leading cosmetics company. Then along with my career advancement, I was entrusted to hold the Operational Department replacing the old manager who retired. I worked in this department until I retired.

Observing the great potential in this rendang business, coupled with the crowning of rendang as the most delicious food in the world according to the CNN news site, I believe I can develop this business, until Rendang is known throughout Indonesia and even abroad.

2. Vision / mission: Promote and preserve the taste of delicious traditional Indonesian food to be more loved by its people and known to foreign countries. Answering the needs of busy mothers and students and other members of the community for good, nutritious and durable ready-to-eat food.

3. Form of business : small-medium entrepreneur under the guidance of the Bekasi City Government.

Business Data UKM Citra Prima

Business fields

I. Various kinds of packaged Foods

I. Rendang & Snack

1. Beef Rendang (Rendang Daging) : Original, Oriental and Continental.
2. Tuna Rendang (Rendang Tuna)
3. Jengkol Rendang (Rendang Jengkol)
4. Shredded Meat Dried Rendang (Rendang Kering Suwir)
5. Crispy Jerked Beef Lung- Rendang (Rendang Paru)
6. Crispy Egg Rendang (Rendang Telur)
7. Milled Rendang (Rendang Giling) : Beef, Tuna
8. Cassava Crispy Cube snack (Singkong Kotak) : Original. Cheese, Chilli and Barbeque

II. BRI agent link : Serving financial transactions from home.

4. Address :

Jl Tytyan Indah Utama II, Blok B1 no.10 RT 001/010, Kalibaru Medan Satria- Bekasi Barat 17131.

5. Online / Offline Channel :

Ig : [rendang.oma.keenan/rendang_oma_keenan](https://www.instagram.com/rendang.oma.keenan/rendang_oma_keenan)

FB : Helmiati Wahas

Market Place : Tokopedia : Citra Prima Bekasi, Shopee : Rendang Oma Keenan

Retail Modern : Transmart Juanda, Lotte Grosir Ps Rebo, Mall of Indonesia, Mall Ambassador.

• Our Products :

1. Beef Rendang: consists of 3 variants

- a. Rendang Original : with the original recipe, not too many spices but fragrant and delicious.
- b. Rendang Oriental (Hot & Spicy): with a spicy taste that is appetizing and rich in various spices. Suitable for connoisseurs of spicy and flavorful.
- c. Rendang Continental: enriched with cheese so it is suitable for connoisseurs who like contemporary flavors.

2. **Tuna Rendang:** made from selected fresh tuna fish combined with special rendang spices and cooked in such a way that it tastes savory typical of tuna and does not smell fishy.
Can be consumed by children, adults and the elderly because they contain high protein that is easily digested.

3. **Smoked Tuna Rendang:** made from selected smoked fresh tuna combined with special seasonings and cooked in such a way to make delicious rendang with the scent of smoked fish.

4. **Jengkol Rendang :** made from boiled Jengkol seeds cooked with special rendang spices to make a delicious Jengkol Rendang.

5. **Shredded Meat Dried rendang** : made from shredded meat combined with special rendang spices.

6. **Crispy Jerked Beef Lung- Rendang** (Rendang Paru) : made from crispy jerked beef lung combined with special rendang spices.
7. **Crispy Egg Rendang** : made from chicken eggs processed to become crispy crackers and combined with rendang spices.
All dried and crispy rendangs are durable food with the shelf life more 6 months.
8. **Cassava Crispy Cube snack** (Singkong Kotak) : made from cassava with 4 variants: Original, Cheese, Chilli and Barbeque

*Product Photos

1. Rendang Daging



2/3. Tuna Rendang / Smoked Tuna Rendang



4. Jengkol Rendang



5. Shredded Meat Dried Rendang



6. Crispy Jerked Beef Lung- Rendang



7. Crispy Egg Rendang



9. Cassava Crispy Cube snack



6. National/International Events participated (2018 – 2019)

1. Creating Products for Global Opportunitirs, 24 – 28 October 2018 at ICE BSD Tangerang
2. Hari Ikan Nasioanl ke 5, 9 – 10 December 2018, JCC Senayan. Jakarta.

3. Indonesia Creative Product Festival, 3 – 5 May 2019, Mid Valley Exhibition Center- Kuala Lumpur Malaysia.
4. Caexpo (China Asean Expo), 11 – 13 July 2019 Jiexpo Kemayoran , Jakarts.
5. Selangor International Business Summit 2019, 10-13 October 2019, Selangor , Malaysia

Events Foto's

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