

# COMPANY PROFILE

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bumi oma henshin



**“Bee Healthy, Bee Imago !”**

The first to pioneer  
Indonesian raw honey as luxurious corporate souvenir

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**IMAGO**  
RAW HONEY



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# DISCOVER NEW WONDERFUL EXPERIENCE

## PT. Bumi Oma Henshin

Was established in 2018. Our business unit is Imago Raw Honey the first to pioneer Indonesian Raw Honey as a luxurious corporate souvenirs. We keep developing our products in collaboration with Lembaga Ilmu Pengetahuan & Teknologi Indonesia (LIPI).



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RAW HONEY

Office & Workshop : Cibubur Mansion, Bogor.

Official Web Store : [www.imagorawhoney.com](http://www.imagorawhoney.com)

Instagram : @imagorawhoney

@bumi.orange

WA : +62 816893344





## VISION

Company that produce superfoods to improve people's healthy lives.

## MISSION

Supporting the healthy lifestyle of the Indonesian people through the "Imago Healthy Recipes" program.

Applying SDG Program through empowerment local community, use of environmentally friendly materials and sustainable.

Carry out product innovation on an ongoing basis.

## BUSINESS VALUE

Integrity, Innovative, Dynamic, and Synergistic.





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# FACTS ABOUT IMAGO



## OUR PRODUCTS



### LAB TESTED

Our Imago honey have been lab tested for authenticity.



### CO BRANDING

For the corporate market, imago allow company's logo on Imago Honey's label.



### CLIENTS

Our Clients are corporate institutions, private company, retail market.



### PACKAGING

Our Imago honey are packed in luxury packaging.



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# BUSINESS MODEL



## COLLABORATION

HONEY KELUARGA SULTAN



## PARTNERSHIP

RANCH MARKET, KEMCHICKS,  
MARKETPLACE, DISTRIBUTOR &  
RESELLER.

## B2C

INSTAGRAM, WHATASPP,  
WEBSITE, E COMMERCE

## B2B

CO BRANDING





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# JOURNEY IMAGO

**2018**



PT. Bumi Oma Henshin was founded. Our business are handling MICE and Corporate Merchandise.

Instagram : @Bumi.Orange

**2019**



Imago Raw Honey brand launch with a focus on Corporate Markets (B2B).

**2020**



Target Market : B2B, B2C.  
Awards : - 3rd place Gelar Inovasi Daerah (BAPPEDA LITBANG Kab. Bogor)  
- Top 40 Indonesia Food Innovation (Kementerian Perindustrian).  
- Top 100 Food Startup Indonesia (Kementerian Perwiracaba dan Ekonomi Kreatif).  
- Top 100 UMKM Award (Kementerian Koperasi dan UMKM).  
- Collaboration with Keluarga Sultan for Imago Detox Honey.  
- Partnership with Indonesia Mall BRI for sale Imago.  
- Market Via E-Commerce (Tokopedia)

**2021**



- BPOM MD & HALAL.  
- Participation in Events li - motion / July (Indonesia Industrial Moslem Exhibition).  
- Asean Online Sales Day Event / August  
- MIHAS - Malaysia / September  
- Open Call Distributors throughout Indonesia  
- Pop Up Store at Kemchicks, Ranch Market, Farmers Market & Tanjung Lesung Resort.  
Upcoming Market (On Process).  
SOGO (Jakarta, Bali, Surabaya)  
Market Via E - Commerce Malaysia & Singapore. (Chocket.My, Kedaisujimi.com, Souk Asia)  
- Imago Product Innovation (Sachet Packaging)

**2023**



- Export to Europe & Asia  
- Developing Imago Farming & Edu Resort.

**2022**



- Export Trial to Europe & Asia  
- Build and develop Imago Farming & Edu Resort.



# CLIENTS



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KEMENTERIAN PERTANIAN  
REPUBLIK INDONESIA



Kementerian Perhubungan



KEMENTERIAN PERDAGANGAN  
REPUBLIK INDONESIA



USANA

**Lumire**  
HOTEL AND CONVENTION CENTER



OTORITAS  
JASA  
KEUANGAN



mandiri

MDECO



MITSUBI & CO.

Telkom  
Indonesia

XL axiata

Indosat  
ooredoo

**BANK BRI** **BNI**  
Melayani Dengan Setulus Hati

taspen



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# PRODUCTS



## IMAGO DETOX HONEY 600 ML

**Imago Detox Honey** A profound combination of Imago Raw Honey, lemon, red ginger, and cinnamon. The best natural recipes to detoxify our body. Simply pour 2 tablespoons Imago Detox Honey into 150ml warm/cold water.

215K



## Imago Honey Comb 250 MI

**Imago Honecomb** comes from the 'Apis Cerana'. It is Organic in nature as it is untouched by human activities and in its purest form. Bees collect nectar and pollen from Multiflora blossom in the Forest area of Mount Gede pangrango West Java. Imago Honeycomb retains all the benefits of propolis, bee pollen, enzymes, amino acids, prebiotics, and anti-oxidant.

125K



## Imago Trigona Honey 255 MI

**Trigona Honey** comes from the 'Trigona bee'. It is Organic in nature as it is untouched by human activities and in its purest form. Bees collect nectar and pollen from Multiflora blossom in the Forest area of Mount Gede pangrango West Java. The taste Lil bit sour. Trigona honey retains all the benefits of propolis, bee pollen, enzymes, amino acids, prebiotics, and anti-oxidant.

155K



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# PRODUCTS



## Custom hampers as budget

Can accept custom orders according to budget.



## Rosewood Honey 350 ML

**Imago Rosewood Honey** comes from the 'Apis Malifera'. It is Organic in nature as it is untouched by human activities & chemicals and in its purest form. Bees collect nectar and pollen from rosewood blossom in Central Java Forest area thus, this honey is a uni-floral honey.

158K



## Black Honey bitter 350 ML

**The Mahogany Black Honey Bitter** comes from the 'Apis Dorsata.' It is Organic in nature as it is untouched by human activities and in its purest form. Bees collect nectar and pollen from Mahogany blossom in the Forest area in West Java. Thus, this honey is a uni-floral honey, and the taste Lil bit bitter.

165K



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# PRODUCTS



## Rosewood honey 1 L

**Imago Rosewood Honey** comes from the 'Apis Malifera'. It is Organic in nature as it is untouched by human activities & chemicals and in its purest form. Bees collect nectar and pollen from rosewood blossom in Central Java Forest area thus, this honey is a uni-floral honey.

**315K**



## Black Honey Bitter 1 L

**The Mahogany Black Honey Bitter** comes from the 'Apis Dorsata'. It is Organic in nature as it is untouched by human activities and in its purest form. Bees collect nectar and pollen from Mahogany blossom in the Forest area in West Java. Thus, this honey is a uni-floral honey, and the taste Lil bit bitter.

**365K**



**Every Purchase of Imago Raw Honey  
Free Wooden Spoon**



**Special for family package/1 Liter  
Free Pouch & Wooden Spoon**



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# CO BRANDING



## It's time to share gifts

For co-workers, clients, or customers.  
Insert your company logo on Imago product labels

\*Minimum Order



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# ACHIEVEMENT 2020

**Kementerian Pariwisata & Ekonomi Kreatif**

**TOP 100 FOOD STARTUP  
INDONESIA MMXX**

**Kementerian Koperasi dan UMKM**

**TOP 100 UKM AWARD**

**Kementerian Perindustrian RI**

**TOP 40 INDONESIA FOOD  
INNOVATION**

**BAPPEDA LITBANG KAB.BOGOR**

**3<sup>rd</sup> Winner GELAR INOVASI DAERAH**





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# CORPORATE SOCIAL RESPONSIBILITY



**RS. Trimitra Cibinong**



**Imago Peduli - sharing is caring**

**RS TMC Tasikmalaya**



**Imago Peduli - sharing is caring**

**PUSKESMAS PAYUNGSARI**



**Imago Peduli - sharing is caring**



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# GALLERY



Submission of Hampers Imago for the Walikota Bogor



Imago Raw Honey's Visit to the Keluarga Sultan for Collaboration



**Pak Sandiaga Uno**

(Talk Business with Menteri Pariwisata & Ekonomi Kreatif)



**Sandiaga Uno & Keluarga Sultan (Shooting Jemput Rezeki Indosiar)**

(Talk Business with Menteri Pariwisata & Ekonomi Kreatif)



Event Food Start Up Indonesia



**Pak Wishnutama at Event Food Start Up Indonesia**

(Menteri Pariwisata Periode 2019 - 2020 Visit Display booth Imago Raw Honey)





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## GALLERY



Support from Ibu Gati Wibawaningsih  
(Kementerian Perindustrian RI)



Collaboration with Local Farmers  
Gn Gede Pangrango, Bogor, Jawa Barat



Shooting Kisi Kisi Elshinta Tv



BRI UMKMCHECK With Raffi Ahmad



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# GALLERY



Product Review  
Asri Welas



Product Review  
Ranty Purnamasari



Product Review  
Gisella Anastasia



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## TEAM



**Henry Hidayat**

**Education**

Tourism Management, STP Bandung

**Expertise**

Management & Marketing, Travel blogger @hejocokor

**Working Experiences**

- \* IT Managed Services, Navlink Ooredoo Group, Qatar, Based in Jakarta (2014-2018)
- \* HR Staf, Holland America Line, USA ( 2012 – 2014)
- \* Guest Relation Manager, Umang Island Resort, Banten Indonesia ( 2010 – 2012)
- \* Account Manager, DestinAsian Magazine, Jakarta Indonesia (2010)
- \* Regional Corporate Sales Manager, PT. Indosat Ooredoo, Jakarta, Indonesia ( 2007 -2010)

**Latest Course**

Supervisory Leadership, HAL University, USA

Contact : [Henry.hidayat@bumiomahenshin.com](mailto:Henry.hidayat@bumiomahenshin.com)



**Shinta Aviyani**

**Education**

Accounting, Parahyangan University Bandung

**Expertise**

Finance, Product Research & Development

**Working Experiences**

- \* Financial Leader at Directorate of Finance, Parahyangan University, Bandung
- \* Financial Staff, Artos Bank, Bandung

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