



# BOYMAXWELL

INTERNATIONAL TRADE COMPANY

**COMPANY PROFILE**

>>

2021

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## FOREWORDS

Boymaxwell Indojoya Group, Ltd., we are here as a domestic and international trading company focusing on agricultural commodities, especially Aceh Gayo coffee. We would like to introduce our national export commodities, mainly from Aceh.

All this time, Aceh is known as a potential producer of agricultural commodities. However it is unfortunate that they do not use the chance well. The magnitude of Aceh Gayo coffee potential with its enthusiasts from all over the world is underlying us introduce this commodity in the international scene. And we welcome both national and international companies to cooperate with us with their expertise.

This company profile is a form of the proposal on cooperation as well as the introduction of our products. Although we are now a new company, with the many of cooperation offers from various international company and of course our experience, we are more convinced to invite more companies to cooperate. This can be a consideration for you to give your trust to us.

Hopefully, this company profile can describe our company in detail so that it can be a consideration for you to work with us. Thank you for your time reading our company profile and we look forward to cooperating with you.



**M. Ichwan Saputra**  
CEO & Founder

## ABOUT US

### BOYMAXWELL COMPANY

Boymaxwell Indojoya Grup, Ltd. is a trading company engaged in exporting and importing Aceh's commodities with coffee as its main products. Based on the company deed, we are inaugurated on February 2021. Some factors encourage the founder to build the company. One of them is the economic sector of Aceh that is not fully recovered post the tsunami, and it even gets worse since the Covid-19 pandemic hit Indonesia. It cannot be helped although Aceh is the potential in producing the agricultural commodities that can be exported. The founder, as an Acehnese, would like to maximize the exported commodities through Gayo coffee.

Boymaxwell is new in the export-import of agricultural commodities industry in Indonesia, but our founder has 10 years of experience in online marketing, both at home and abroad. This is why our company is noticed by many companies from various countries.

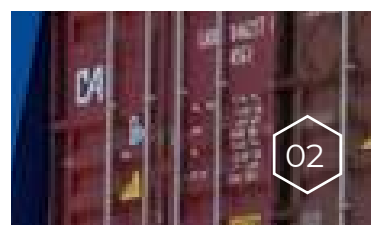
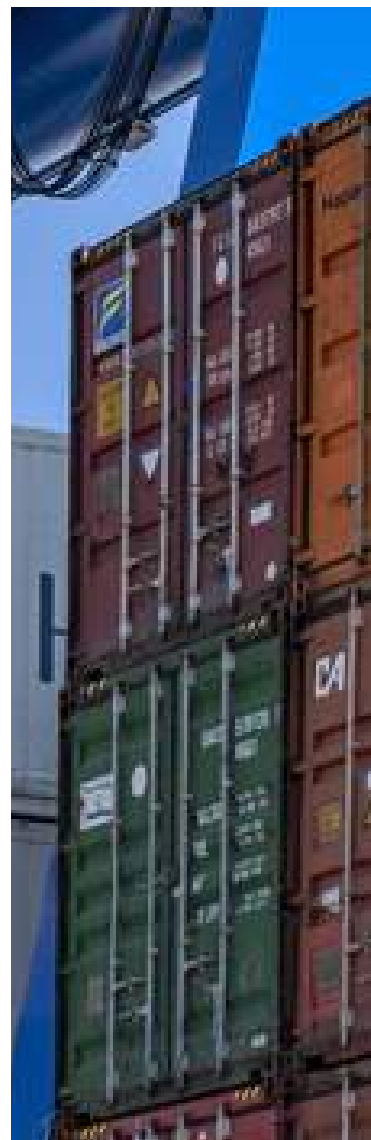
We are currently developing a blockchain project called Boymaxwell Connect. We are interested in running the blockchain-based Boymaxwell Connect. This project is developed as a response to customer's demands on bigger trust and transparency through blockchain as an important latest technology for the resellers to meet their customers' expectations adequately.

The goal of our project is to advance our ability as a company to identify the issues related to food withdrawal, starting from the faster tracking of the outbreak to minimize customers' risks. This technology can speed the tracking of all products up as well as its steps in the supply chain.

The data covers the information of the product planting, processing, product transport, labeling, and delivery. All the data can be tested and tracked in seconds, faster than the old system. In this case, we use the platform as the right media for the resellers to get the digital trust and to manage the data more safely and decentralized.

In the other words, Boymaxwell Connect combines the supply chain module with blockchain core function, food ecosystem business value delivery from the standard governance, and Food Trust technology.

We create this blockchain project to gain total trust from the customers and to fulfill our company mission to create the Information and Communication Technology network-based business. We attempt to integrate the operational and transactional activities to make it more practical and faster to ease the trading process by using an efficient and competitive technology.





## PLAN:

# Export package for processor/local trader

1

With this package, the processor can issue a QR code for the overseas and local buyers. The processor can utilize the source transparency to increase the selling price.



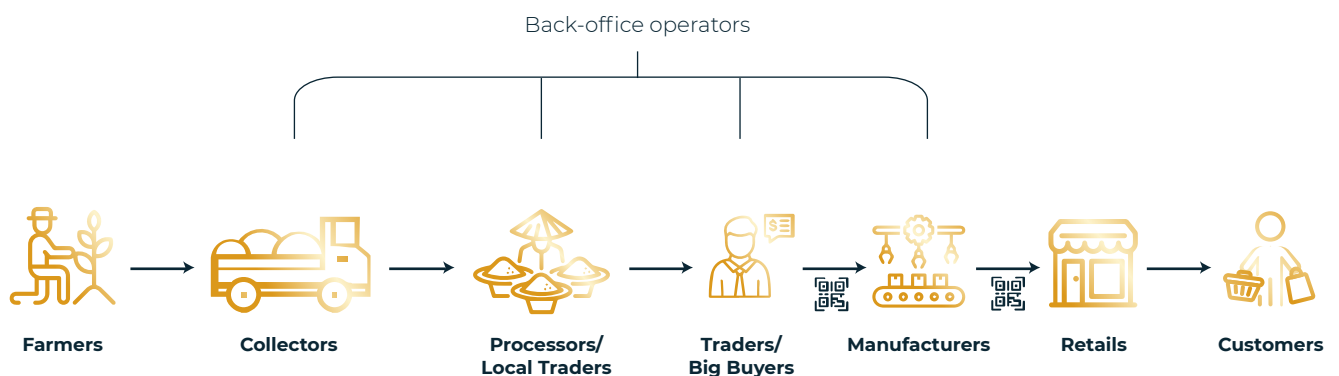




## PLAN: Domestic package for processor/local trader

2

With this package, the processor can partner up with the manufacturers and the retailers and bridge the transparency to the final customers. The processors can differ themselves from the others by their transparency so that they can be chosen as roaster and offer their coffee directly to the customers.



Processors can directly sell the products to the manufacturers. In this case, there will be no back end and QR code issuing at this stage.

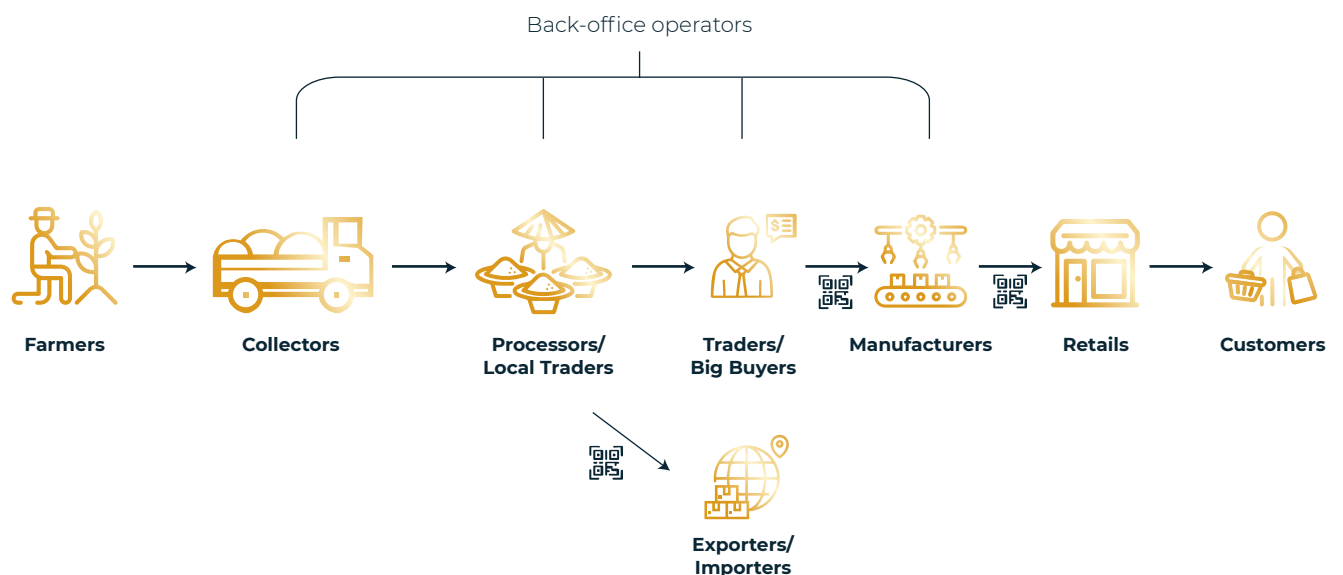


PLAN:

## Domestic and export package for the processor

3

With this package, the processor are allowed to enjoy all the benefits from PLAN 1 and 2 and show the transparency for all scenarios of supply chains.



Processors may sell the products directly to the importers.

# BOYMAXWEL CONNECT



## 01. IMMEDIATE ACCESS

Immediate access to actionable food supply chain data-from farm to store and ultimately the consumer.



## 02. COMPLETE INFORMATION

Immediate access to actionable food supply chain data-from farm to store and ultimately the consumer.



## 03. FOOD SAFETY

Immediate access to actionable food supply chain data-from farm to store and ultimately the consumer.



**Boymaxwell Connect provides an organization with a set of Integrated Modules to address the increased complexity and build trust in the industry.**



### **Food Safety**

Securely trace products in seconds to mitigate contamination



### **Food Waste**

Share & manage data across the supply chain reduce product loss



### **Food Freshness**

Gain unprecedented visibility into supply chain data for valuable insights



### **Food Confidence**

Digitize essential certificates and documents, ensure authenticity



## BOYMAXWEL CONNECT WITH BLOCKCHAIN



Allows a permission-based, shared & controlled view of food supply chain information, convenient data publishing.



Enables Organizations to enter and control access to their encrypted blockchain data.



Users can quickly locate items from the Supply Chain, by querying food product identifiers such as GTIN or UPC, using product name.

# BOYMAXWEL

## OUR VISION

Improving Aceh's Competitive-  
ness In The World By Trading  
Aceh's Best Commodities

Introducing and selling Aceh's com-  
modities to the world.

Creating the business ecosystem as a  
solution to maintain the end-to-end  
balance of supply and demand of  
Aceh's products.

Adding the value in every trading  
process we do.

Taking profit from the result of export-  
ing and importing our product.

Developing information and communi-  
cation technology to support our oper-  
ational activities.

Optimizing the resources to facilitate  
company activities.

Increasing the customer's transparency  
and trust with the Boymaxwell Connect  
Blockchain technology.

## MAXWELL

## OUR CORE VALUES

Core Values are the standards that all **PT. Boymaxwell Indojoya Grup Ltd.** staff should aspire toward so that we can fulfill mission and vision. We call it MAXWELL.

1

### Moral

Values are qualities which are worth striving for and which are regarded as virtuous and morally right

2

### Adaptive

We manage risk and move forward by developing plans with options and ready to face the challenge

3

### Excellent

Exceed expectations and take intense pride in and in everything you do everyday

4

### Work life balance

We believe in doing the best work for our clients, and also in taking care of pray, health, family and society to reach mindfulness and peacefulness

5

### Experienced

With our technical, operating and commercial expertise, we deliver result that enable market success

6

### Leaderships

Have the courage to raise above the challenge to work through adversity and inspire others

7

### Loyalty

Committed to growing our business and fulfilling our obligations to our stakeholders including our employees, business partners, customers, and shareholders



# MEET OUR TEAM



**M. Ichwan Saputra**  
CEO & Founder



**Dhananjana Joshi**  
Exim Consultant

**Mr. Muhammad Ichwan Saputra** is an alumni of prestigious Telkom University in Indonesia holding a Bachelor Degree specializing in Business Management Telecommunications and Information Technology. He has 13 years of extensive experience in promoting mass implementation of ICT in business processes. He has experienced to build international business network on Network Marketing industry for esteemed and raising enterprises.

Since 2012, he's also been actively engaged in management and advancement of Health Tourism Industries in Indonesia and Malaysia.

Mr. Ichwan has a rising proficiency for resolving operational and managerial hurdles by identifying the best solution to a given obstruction and defining the most ideal plan of action via optimum utilization of information and communication technology for enhanced decision making. He aspires to apply the unique concepts of marketing, management and digital technology in order to develop robust strategies for aiding most profitable developmental plans for the company. His entrepreneurial spirit is aligned with achieving a greater level of sustainability and corporate social responsibility. His vision is to streamline business outputs in a way that maximizes societal welfare at large.



**Dhananjana** has a Master's with core specialization in International Business and Foreign Trade Development from one of the Top Management Universities in India. She has remarkable experience in working with Clientele across all major Global Markets, including-USA, Canada, -CIS, Europe, Asia-Pacific and GCC. She has developed synergistic Marketing plans for companies from Agro, Pharma-ceuticals, FMCGIT and Health care Sectors and contributed significantly towards attainment of their global business expansion and profit optimization goals. Staying au corant with the tide of global technical evolution, DJ has benefited innumerous enterprises with macro adaptation of Technological Break-throughs in Order enhance international competitive advantage in ports.



# OUR PRODUCT

It's main characteristic are the strong aroma and thickness level. Gayo coffee was also nominated as the best coffee international Conference on Coffee Science, in Bali in October 2010.


The underlying factor of the raising of Gayo Coffee in Indonesia was the Dutch that colonized Gayo in 1904. At that time, central Aceh was made as onder afdeeling Nordkust Atjeh with Sigil as the capital city. On the other hand, Dutch presence also contributed to giving a new living by opening the plantation in Gayo with the height of 1.000 - 1700 mdpl.

The popularity of gayo coffee in the world is caused by its unique taste and aroma. If you are tasting or cupping it, you will feel the distinctive taste of almost all coffee in the world. It is caused by the height factor and the other aspects that make it the best coffee in the world.



We are the sole distributor of PT Afgan Royal Saffron in Indonesia. Afghan Royal Saffron is Highest Quality saffron in the world selected by International taste awards, Brescia Italy. Since 2008 ARS grow, process and export 100% pure, natural and best quality saffron in Afghanistan.

Saffron or king of spices also known as *Crocus sativus*, Saffron crocus, Azafran, Zafran and safran or satran-faden comes in different saffron types such as all red saffron filaments or super Negin saffron, Sargol saffron and coup saffron or pushal saffron and bunch saffron.



Afghan Royal Saffron is the winner of medal award by International taste awards From Brescia Italy, our saffron Quality is selected and ranked as exceptional and Top Quality product.

Having the largest saffron farm in Afghanistan we ensure all our clients worldwide to provide them the highest Quality saffron, pure, natural and finest saffron on consistent basis at best saffron price possible.

Where to buy pure saffron as Afghan Royal Saffron products are pure, natural and organically grown saffron. Afghan Royal Saffron is an ISO 22000, HACCP certified and FDA registered company. We export only clean, hygienic and organically grown saffron worldwide.



### What is Saffron

Saffron or king of spices from dried stigmas crocus sativus flowers. It can take 75,000 saffron blossoms or flowers to produce a single pound of saffron spice. Saffron is usually cultivated and harvested by hand.

The vivid crimson stigma and styles, called threads are collected and dried for use mainly as a seasoning and colouring agent in food.



### Health benefits of saffron

Some of most important health benefits of saffron we must know, saffron or sunshine of spices or Miracle of health, has a wide range health benefits.

**Here are the important health benefits of saffron:**

- Saffron Reduces Depression - Anti-stress - Boosts Mood
- Saffron Increases Vitality - saffron boosts sexual force
- Saffron prevents eye anti-aging or Super Spice for Eye Health
- Saffron Promotes Learning and Memory Retention
- Saffron reduces premenstrual syndrome
- Saffron May Reduce Appetite and Aid Weight-Loss





## OPPORTUNITIES



### Gayo Coffee

Average global coffee production reached 6 million tons per year during the year of 1990-1n. The increase in production in Brazil and Vietnam based on their average production growth reached 7,6 million tons per year during 2007-2011. The peak of the growth was in 2010 with a record of 8,05 million tons.

Coffee is planted by more than 70 countries but there are only 4 countries that produce more than 60% of it, they are Brazil, Vietnam, Columbia, and Indonesia. Brazil had been the largest producer of coffee for a long time with an average growth of 2,5 tons per year during 2007-2011. It was followed by Vietnam, 1,1 million tons per year, and then Columbia (560.000), Indonesia (560.000), Ethiopia (400.000), India (280.000), Mexico (270.000), Guatemala (230.000), Honduras (230.000), Peru (219.000), and Uganda (190.000).

Based on the above data, it can be concluded that Indonesia has the potential to be the largest producer of coffee in the world. One of the most demanded exported commodities is Aceh Gayo coffee.

In Indonesia, Gayo coffe mostly is exported from Aceh, Gayo Highland to be exact. It has a high taste as a superior commodity since the farmer always maintains the quality of the commodity. The export opportunities of this coffee are directed to the countries of Thailand, Japan, India, China, USA, UK, Italy, Turkey, Argentina, Egypt, Iran, Brazil, Sri Lanka, Malaysia, Hongkong, Vietnam, and Bangladesh.



### Saffron

Lately, the saffron business starts booming in Indonesia. Saffron, known as the herb that has a bunch of advantages, offers a profitable business opportunity. Not to mention that there are not many competitors in this field.

The saffron we import is the best quality saffron from Afghanistan. Afghan Royal Saffron is 100% organic saffron that has many benefits. It even won the award from International Taste Award in Brescia Italy. The quality of our saffron is the selected one.

# SPECIFICATION OF OUR MAIN PRODUCT



Name of Product	ARABICA SPECIALITY
Flavor Notes	: <b>RICH, EARTHY, FLORAL NOTES</b>
Altitude	: <b>1.350 M - 1.600 m</b>
Status	: <b>CONVENTIONAL</b>
Processing	: <b>SEMI WASHED (G1); LEAD TIME 25 DAYS</b> <b>NATURAL (G1); LEAD TIME 28 DAYS</b> <b>WINE/HONEY (G1); LEAD TIME 35 DAYS</b>
Harves Period	: <b>MARCH - APRIL 2021</b>
Production Capacity	: <b>60 TONS PER MONTH</b>
Packaging	: <b>60 KG JUTE BAGS WITH GRAIN PRO</b>

Name of Product	PEABERRY
Flavor Notes	: <b>VIBRANT ACIDITY, CARAMEL,</b> <b>PEACH FLAVOR</b>
Altitude	: <b>1.500 m</b>
Status	: <b>CONVENTIONAL</b>
Processing	: <b>SEMI WASHED (G1); LEAD TIME 25 DAYS</b> <b>NATURAL (G1); LEAD TIME 28 DAYS</b> <b>WINE/HONEY (G1); LEAD TIME 35 DAYS</b>
Harves Period	: <b>MARCH - APRIL 2021</b>
Production Capacity	: <b>2 TONS PER MONTH</b>
Packaging	: <b>60 KG JUTE BAGS WITH GRAIN PRO</b>

Name of Product	LONGBERRY
Flavor Notes	: <b>CHOCOLATY, SMOOTH BODY, FRUITY</b>
Altitude	: <b>1.500 m</b>
Status	: <b>CONVENTIONAL</b>
Processing	: <b>SEMI WASHED (G1); LEAD TIME 25 DAYS</b> <b>NATURAL (G1); LEAD TIME 28 DAYS</b> <b>WINE/HONEY (G1); LEAD TIME 35 DAYS</b>
Harves Period	: <b>MARCH - APRIL 2021</b>
Production Capacity	: <b>2 TONS PER MONTH</b>
Packaging	: <b>60 KG JUTE BAGS WITH GRAIN PRO</b>

Name of Product	ARABICA SPECIALITY ROASTED
Flavor Notes	: <b>CHOCOLATY, NUTTY, CARAMEL</b>
Altitude	: <b>1.350 M - 1.600 m</b>
Status	: <b>CONVENTIONAL</b>
Processing	: <b>SEMI WASHED (G1); LEAD TIME 25 DAYS</b> <b>NATURAL (G1); LEAD TIME 28 DAYS</b> <b>WINE/HONEY (G1); LEAD TIME 35 DAYS</b> <b>MEDIUM TO DARK</b>
Harves Period	: <b>MARCH - APRIL 2021</b>
Production Capacity	: <b>60 TONS PER MONTH</b>
Packaging	: <b>60 KG JUTE BAGS WITH GRAIN PRO</b>

# Saffron



## 100% Pure & Natural

All Afghan Royal Saffron products come from a plantation that is 100% guaranteed for its purity, without using pesticides and additives.



## Organic

In Afghanistan, saffron grows and thrives without any chemical products. So, it is assured that our saffron is organic.



## Hygienic

All saffron products are produced through a completely hygienic process.



## Best Packaging

ARS products are carefully packed. We make sure that the strength of the packaging will maintain the quality of the product.



## ISO and HACCP Certified

All Afghan Royal Saffron products are produced and processed under the food safety regulation with ISO and HACCP certified.

## ASOSIASI EKSPORTIR DAN INDUSTRI KOPI INDONESIA (ASSOCIATION OF INDONESIAN COFFEE EXPORTERS AND INDUSTRIES)

One of our best partners is AEKI (the association of Indonesian coffee exporters and industries) with attach certificate.

**AEKI**  
ASOSIASI  
EKSPORTIR DAN INDUSTRI  
KOPI INDONESIA



**AICE**  
ASSOCIATION OF  
INDONESIAN COFFEE  
EXPORTERS AND INDUSTRIES



PARTNERS

**TRADEATLAS**  
Importers Search Engine



# CONTACT US

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Jl. T. Panglima Nyak Makan  
Kel. Lambhuk, Kec. Ulee Kareng  
Banda Aceh



[boymaxwell.co](https://www.boymaxwell.co)



[www.boymaxwell.com](https://www.boymaxwell.com)



[boymaxwell.co](https://www.boymaxwell.co)



[hello@boymaxwell.com](mailto:hello@boymaxwell.com)



[boymaxwell](https://www.boymaxwell.co)