

The logo for BLUF, with 'BLU' in dark blue and 'F' in light blue.

HUMAN RESOURCE DEVELOPMENT | DATA & RISE | MEDIA DIGITAL & PLATFORM

COMPANY PROFILE





ABOUT BLUF

PT BLUF Berkah Sejahtera (**BLUF**) is a company established in 2022 with a commitment to providing integrated business solutions through human resource development, data management, and a digital ecosystem.

BLUF serves as a strategic partner for companies facing the dynamics of modern business, which require rapid adaptation, accurate information, and effective resource management.

By integrating a professional approach, technology, and in-depth business understanding, BLUF helps organizations improve operational efficiency while creating sustainable added value.

OUR JOURNEY

Since its inception, BLUF has built its business foundation through an approach focused on service quality, customer satisfaction, and solutions relevant to industry needs.

Over time, BLUF has expanded its capabilities through three core business pillars:

1. Human Resource Development;
2. Data & Research;
3. Digital Media & Platform.

These three pillars form the foundation of BLUF's end-to-end service delivery to support corporate needs, from talent management to optimizing digital transformation.



**ELEVATE, EMPOWER, AND
MOVE BUSINESS
FURTHER.**

OUR VALUE

INTEGRITY

We conduct every business activity with the principles of transparency, responsibility, and commitment to the trust placed in us by our partners.

CUSTOMER EXCELLENCE

Client satisfaction is our top priority. We deeply understand business needs to provide targeted, value-added solutions.

DETAIL ORIENTED

We believe that the best quality is built from attention to detail, thorough processes, and data-driven decision-making.

PROFESSIONALISM

We uphold the highest standards of professionalism through competence, punctuality, and consistent quality of service.





Vision & Mission

VISION

“To empower sustainable business growth through trusted, innovative, and integrated solutions - anchored in human resource excellence, strategic data utilization, and transformative digital innovation.”

MISSION

- Providing professional and high-quality services by presenting targeted, responsive business solutions that are oriented towards client needs and satisfaction.
- Developing a superior human resource management ecosystem through Human Resource Development services that include outsourcing, talent acquisition, payroll management, and workforce competency development.
- Optimizing the use of data and research as a basis for strategic decision-making by providing accurate information, in-depth analysis, and value-added business insights.
- Driving digital transformation through innovations in technology, media, and digital platforms that can improve communication effectiveness, productivity, and company competitiveness.
- Building long-term collaborative relationships with business partners based on the principles of professionalism, integrity, transparency, and a commitment to creating shared value.
- Maintaining quality standards through a detail-oriented and results-driven work culture by ensuring that every business process is executed accurately, effectively, and sustainably.

1. HUMAN RESOURCE DEVELOPMENT

Human Resource Development Division, provides human resource management and development services that help companies acquire, manage, and improve the quality of their workforce.

Services:

- Outsourcing;
- Headhunting & Talent Acquisition;
- Payroll Management;
- Training & Development;
- Legal and Employment Training;
- Payroll & HR Compliance Consulting.

Strengths:

- Understanding of industry needs;
- Systematic workforce selection and management processes;
- Quality-based approach and regulatory compliance.

**"EMPOWERING
PEOPLE,
STRENGTHENING
PARTNERSHIP,
DRIVING BUSINESS
GROWTH"**



2. DATA & RESEARCH

Data and Research Division, provides data-driven services to help companies gain strategic insights in the decision-making process.

Services:

- Data Collection;
- Data Processing;
- Business Research;
- Market Insight;
- Analytical Report.

Strengths:

- Fact-based approach;
- Analysis relevant to business needs;
- Supporting corporate strategy based on accurate information.

**"TRANSFORMING
DATA INTO
INSIGHT,
CREATING VALUE
THROUGH
COLLABORATION"**



3. DIGITAL MEDIA & PLATFORM

Digital Media and Platform Division, developing digital media solutions and platforms that help companies strengthen communications, branding, and customer relationships.

Services:

- Digital Platform Development;
- Digital Media Management;
- Content Strategy;
- Digital Communication Solution.

Strengths:

- Understanding the development of the digital ecosystem;
- Creative and strategic approach;
- Connecting technology with business needs.

**"DIGITAL
INNOVATION,
CREATIVE
STRATEGY,
SUSTAINABLE
GROWTH"**



Why Choose BLUF

In facing increasingly complex business dynamics, companies need partners who not only provide services but also understand business needs, deliver appropriate solutions, and create sustainable value.

BLUF is a strategic business partner that integrates human resources, data, and digital technology to help companies improve operational effectiveness, strengthen competitiveness, and achieve sustainable business growth.

INTEGRATED SOLUTION

"ONE ECOSYSTEM, MULTIPLE SOLUTIONS"

BLUF offers integrated business solutions through a combination of three key pillars: Human Resource Development, Data & Research, and Digital Media & Platform. With a comprehensive approach, BLUF helps companies manage business needs, from talent development and data-driven decision-making to optimizing digital transformation, within a single, effective service ecosystem.

BUSINESS-ORIENTED APPROACH

**"SOLUTIONS DESIGNED FOR REAL
BUSINESS IMPACT"**

BLUF offers integrated business solutions through a combination of three key pillars: Human Resource Development, Data & Research, and Digital Media & Platform. With a comprehensive approach, BLUF helps companies manage business needs, from talent development and data-driven decision-making to optimizing digital transformation, within a single, effective service ecosystem.

PROFESSIONAL & QUALITY DRIVEN SERVICE

**"DELIVERING EXCELLENCE THROUGH
PROFESSIONALISM AND PRECISION"**

BLUF is committed to providing services of the highest professional standards through a systematic, detail-oriented work process that prioritizes quality results. By prioritizing competence, accuracy, and adherence to applicable standards, BLUF ensures that every client's needs are handled optimally and reliably.

RELIABLE PARTNERSHIP

**"GROWING TOGETHER THROUGH TRUST
AND COLLABORATION"**

BLUF builds long-term relationships with clients through open communication, integrity, and a commitment to excellent service. We believe that business success is built not only through the right solutions, but also through strong collaboration and partnerships that provide mutual value.



- Human Resource Development

- Data & Riset

- Media Digital & Platform

Get in Touch with BLUF

✉ ptblufberkahsejahtera@gmail.com

☎ +62 852 1741 1799

🏢 Gedung Setyajaya Lt. 2 B, Jalan
Pajajaran No. 23, Kota Bogor.