



Franchise Potentiality of Indonesia

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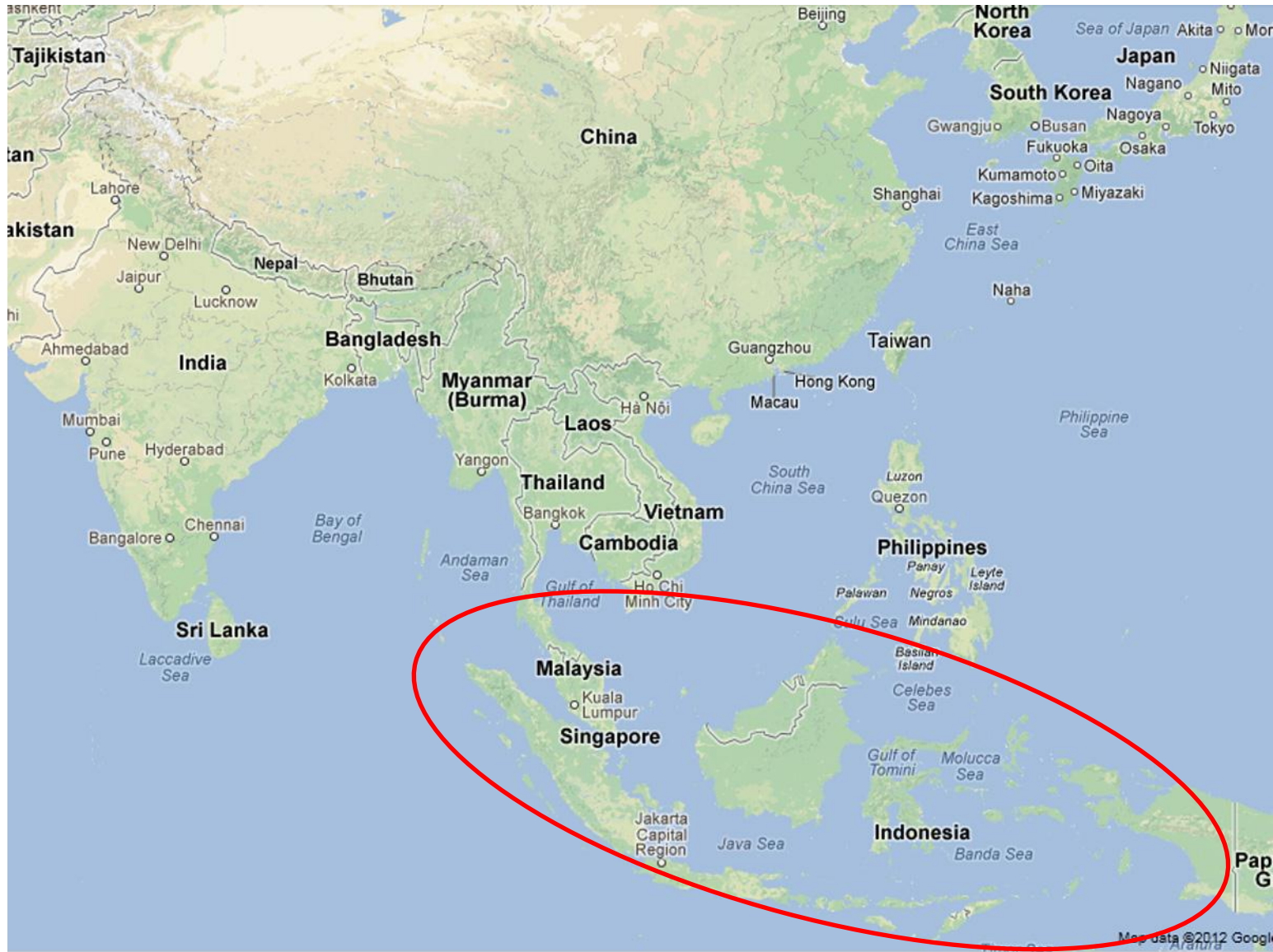
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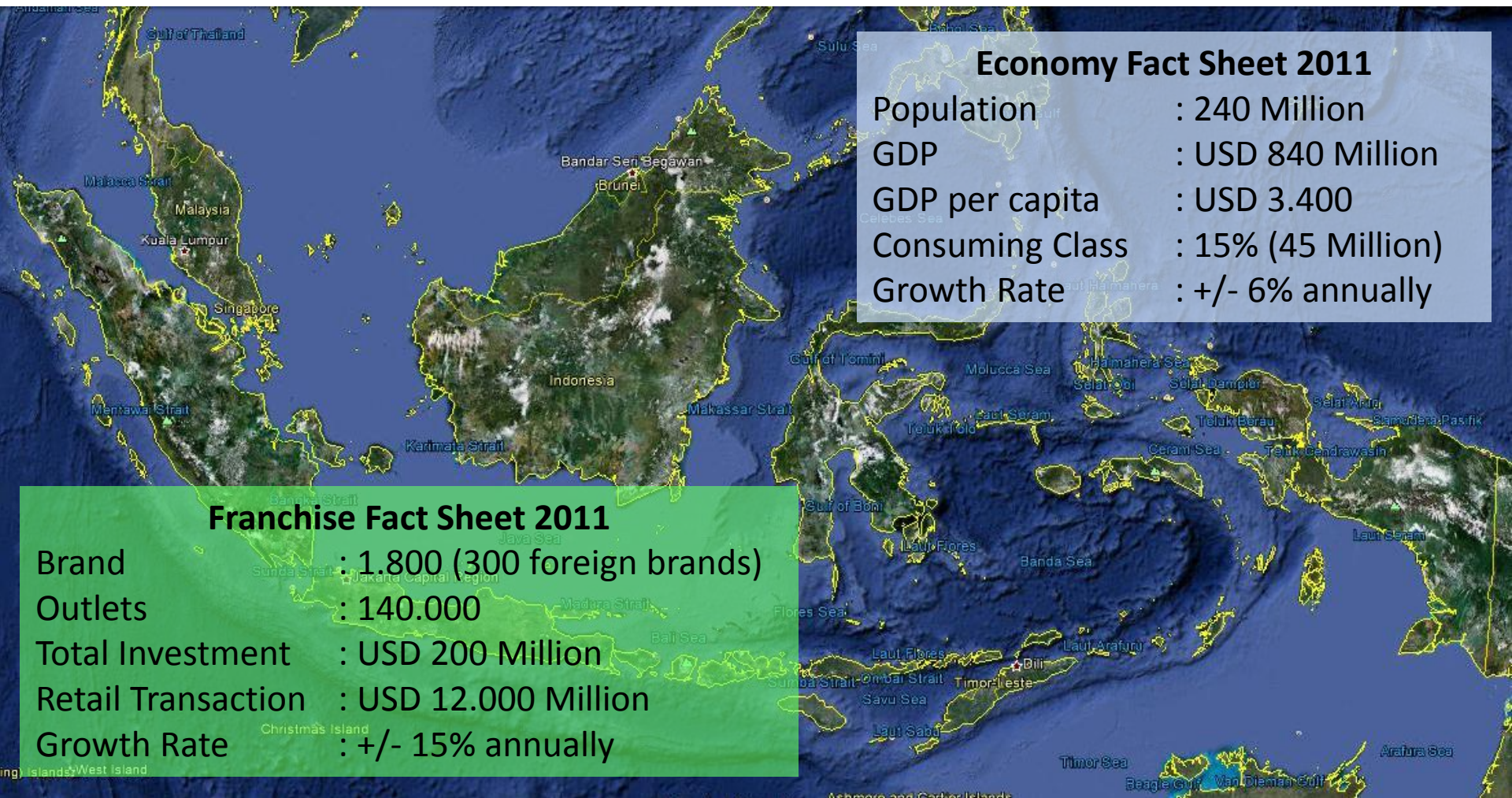


Where Indonesia in the map is?



Where Indonesia in the map is?

Indonesia Fact Sheet



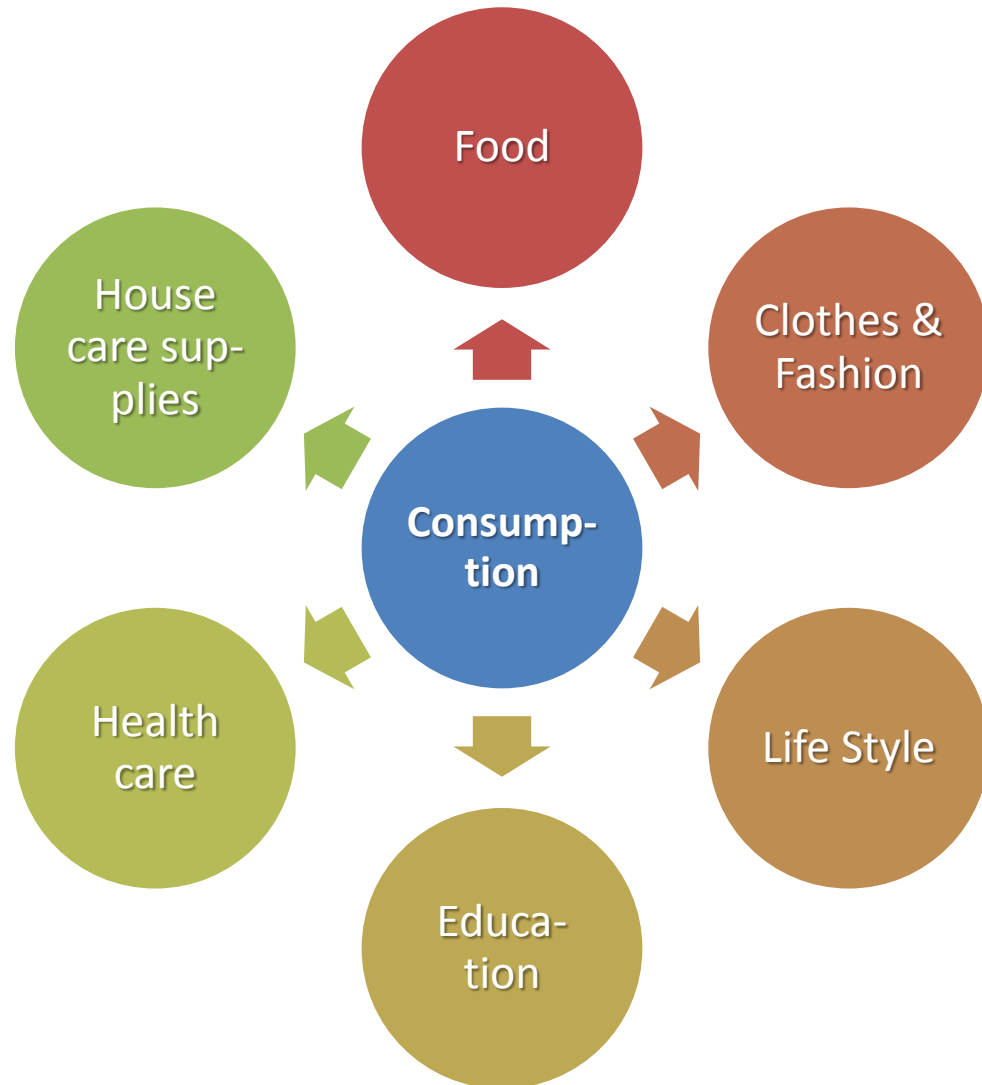
Economy Fact Sheet 2011

Population	: 240 Million
GDP	: USD 840 Million
GDP per capita	: USD 3.400
Consuming Class	: 15% (45 Million)
Growth Rate	: +/- 6% annually

Franchise Fact Sheet 2011

Brand	: 1.800 (300 foreign brands)
Outlets	: 140.000
Total Investment	: USD 200 Million
Retail Transaction	: USD 12.000 Million
Growth Rate	: +/- 15% annually

What Drives Economy?



When Franchise Started?

- Entrepreneurship awakening in 2000



- Adopting franchising model

Potential:

Ethnical Food & Beverages

- Food & beverages
 - Fast food, restaurant, fine dinning, coffee shop, café
- Life style services
 - Spa, hairdressing
- House services
 - Laundry, house keeping
- Automotive
 - Car wash, service station



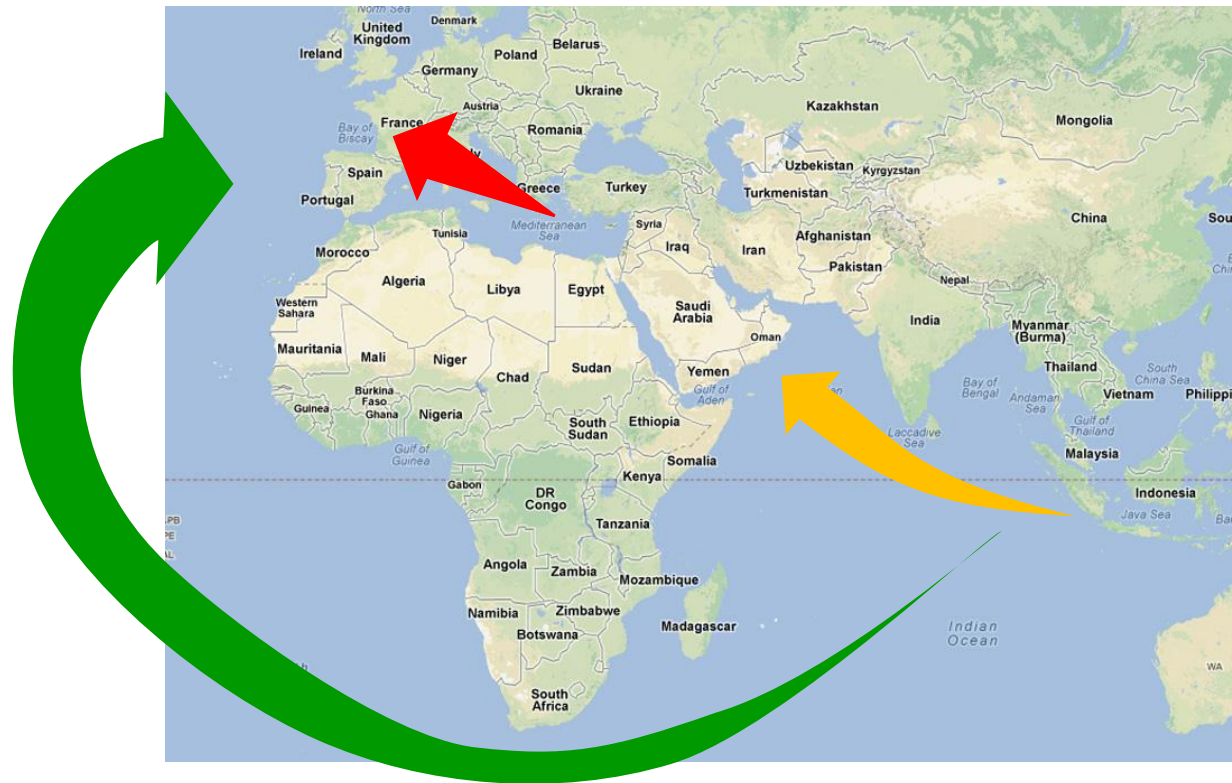
Potential: Ethnical Food & Beverages

- Broad spectrum variant of product



Potential: Ethnical Food & Beverages

- Universally accepted



Potential: Life Style Hospitality



Potential: House Care Services



Laundry Service



House Keeping

Point of Strength

- **Wide spectrum** of industries
- Strong in **business characteristics**
- Availability of **resources**
- **Wide area** operation
- High **value for money**.

International Franchises



Bumbu Desa Restaurant
Indonesia, Malaysia, Singapore

International Franchises



Es Teler 77
Indonesia, Australia, Malaysia, Singapore

International Franchises



Ayam Penyet RIA
Indonesia, Singapore, Malaysia

International Franchises



Pecel Lele Lela, Wong Solo, Mas Mono
Indonesia, Singapore, Malaysia

International Franchises



Dewi Sri Spa
Indonesia, Japan, Malaysia

Thank You

