



OPPORTUNITY TO ACQUIRE 100% OWNERSHIP

SOLID LOCAL BRAND IN WEST JAVA MANUFACTURING OWN & PRIVATE BRANDS

COMPANY:

The Company was founded more than 80 years ago and is headquartered in Bandung, the third largest city in Indonesia as well as the capital of West Java.

Building its own brands along with possessing deep knowledge of its targeted local markets, the Company has spread its distribution networks to major cities in Jakarta, south Sumatera, as well as west and central parts of Java.

In addition to strategy for building own brands, the Company also expands to serve private brand. As the Company has implemented good manufacturing practices, its private brand line has been trusted by such customers as Amway, Bakmi GM, and McDonald's.

OWN BRAND

Soy Sauce to
Powder Pepper



PRIVATE BRAND

Amway, Bakmi GM,
McDonald's

PRODUCT:

With its core products in soy, chili, and tomato sauces; the Company is gradually extending the varieties to other product lines. Other than sauce product lines, it is now also manufacturing packaged pepper and vinegar.



Soy Sauce
(Sweet)

Soy Sauce
(Salty)

Soy Sauce
(Chili)

Chili
Sauce

Tomato
Sauce

Vinegar

Powder
Pepper

MARKETING COVERAGE:

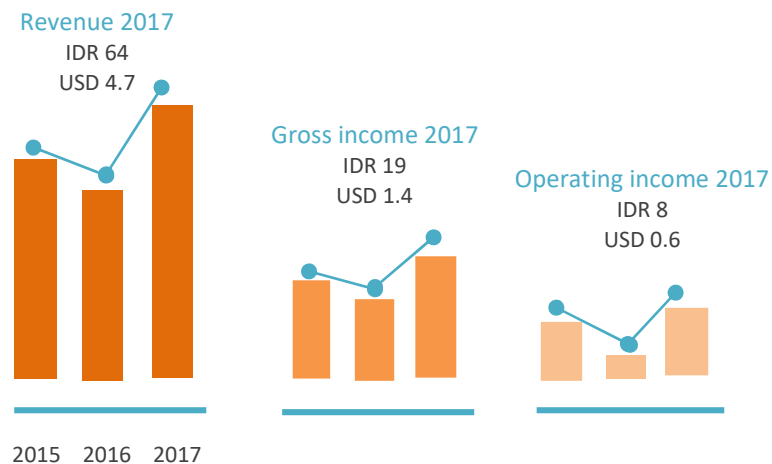
The Company has reached its marketing coverage in West Java, Central Java, Jakarta, and South Sumatera through both modern and traditional channels. It leverages such channels as Supermarket, Wholesaler, Retailer, Horeka, Wet market, and Direct customers (Soto, Sate, Baso).

MANUFACTURING PRACTICE:

With existing total land area of 2.1 hectare, the Company integrates an office along with two factories and runs automated flows of production using integrated machineries. The existing production plants are potentially scaled up as there are some available areas of farming fields attached to the plants offered to sell. Good manufacturing practices are implemented for ensuring that products are consistently produced and controlled according to quality standards. Good manufacturing practices cover all aspects of production from the starting materials, premises and equipment to the training and personal hygiene of staff.

ACQUISITION SCHEME:

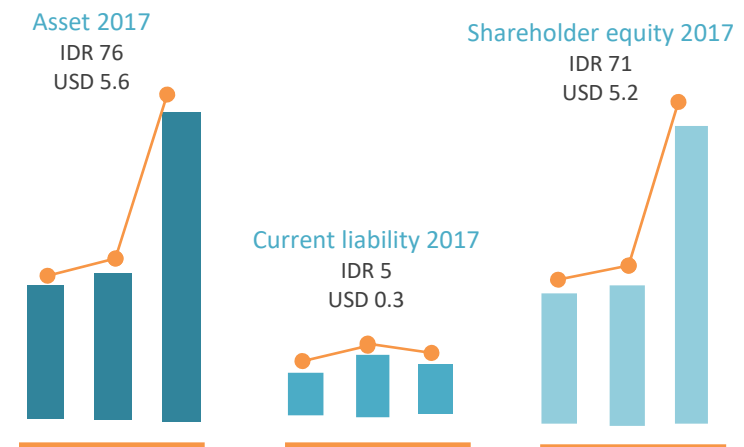
Ownership of the Company is currently owned by a single shareholder. The shareholder is open to 100% buyout.



FINANCIAL:

The consolidated figures of 2 business unit companies for FY2017 are as follow: Revenue IDR 64.1 billion (USD 4.7 million), Gross income IDR 19.7 billion (USD 1.4 million), Operating income IDR 8.4 billion (USD 0.6 million), Total asset IDR 76.4 billion (USD 5.6 million), Current liability IDR 5.2 billion (USD 0.3 million), Shareholder's equity IDR 71.2 billion (USD 5.2 million).

Revenue is still majorly contributed from soy sauce products for 75% and 20% from chili and tomato sauces. The rests are shared for other products. In order to target different market segmentations, multi branding strategies are leveraged. It reflects to some brands owned by Company with different packaging designs and marketing channels.



**CONTACT :**

M&A services
+62 813 8591 1618

E-mail: mail@bloomhead.com
Website: www.bloomhead.com

Bloomhead is a consulting firm in Indonesia focusing on Business Development and Merger & Acquisition. We have assisted clients across Asia to Europe; from Fortune 500 companies to the World Bank and Embassy.

