

New Market Penetration Into Indonesia



Market Intelligence
Importation Licenses
Warehousing
Retail Distribution
Growth Planning and Management



You must adapt

“You have no choice but to operate in a world shaped by globalization and the information revolution”

“There are two options: adapt or die”.

Andrew S. Grove
Chairman, Intel Corp

Our Philosophy

No business can survive without building a plan for foreign market penetration that spells out revenue and earnings targets as well as the way to achieve them.

PT. Emerose Indonesia is committed to bridging the understanding gap and cultural differences faced by foreign market companies seeking to establish themselves in Indonesia being as the fourth largest market in the world. As business development & market penetration consultant we provide market assessment services, strategic planning guidance, business development, strategies and marketing assistance.

A company aspiring world market leadership or sustained rapid growth cannot ignore market opportunities or the technical and managerial talent emerging economies offer. Indonesia has an enormous growing market for all kind of goods and services. Socio-cultural differences between Indonesia and America/ Europe means that it is easy to make a contra-productive action unless you have some understanding of social and cultural norms.

PT Emerose Indonesia provides comprehensive marketing & business strategy consulting services for foreign companies seeking to expand in the Indonesian market. We assist in identifying and establishing the right distribution channels, leveraging core competencies, and forming the best alliances to create a niche market for your products and services.

Our approach is based on primary and secondary market research - identifying and engaging industry participants - with a comprehensive range of service offerings, and analysis techniques. Hands-on experience sets us apart from most traditional consulting companies. Our unique background combines decades of entrepreneurial experience with proven management techniques, encompassing a wide spectrum of products and services.

About Our Company

We offer client realizes greater economic growth and value through strategic expansion into Indonesian market.

PT. Emerose Indonesia assists international companies accelerate growth opportunities in Indonesia mass market retail channels by providing market intelligence, importation licenses, warehousing, retail distribution, consulting in growth planning and management.

Our unique approach helps international companies effectively plan, prepare, import and execute mass market retail channel strategies, while providing the support necessary to achieve enduring success.

Formed in 2009, PT. Emerose Indonesia is comprised of a team with deep and varied expertise in executive management, logistics, warehousing process, retail operations and marketing, financial management and mass market channel sales.

Our Management Team is led by Mr. Michael E. Sendow and supported by our senior executives and advisors.

We are here for you

Emerose Indonesia's trading and retail distribution services assist international companies to identify, access, and market their products in Indonesia

We have the access

Leveraging our key management contacts and strategic relationships, Emerose Indonesia gains access to many Indonesia leading retailers

We have the expertise

Emerose Indonesia is focused on becoming leading local trading and retail distribution services company by providing complementary growth services – including retail distribution and management consulting



Your Trusted Market Penetration Expert

Our business is focused on addressing two related challenges in the trading and retail market. On one hand, Indonesian retailers struggle to secure new products and suppliers that can give them a competitive edge, while having the resources to scale nationally. And on the other hand, promising international consumer products companies struggle to gain access and credibly sell into large, complex Indonesian retailers.

Besides working with various international companies, PT. Emerose Indonesia has also been exclusively appointed by the Honorary Consulate of Latvia in Indonesia to specifically address these two market challenges for Latvian businesses and products into Indonesian retail market.

Market Assessment

We will do research and market assessment as follows:

- Evaluation of the size and nature of the potential market in Indonesia.
- Analysis of trends and opportunities in the target market.
- Insight into buyers' decision-making habits and criteria.
- Evaluation of the competitive landscape prior to formulating a "Go-to-Market" strategy
- Offer recommendations to customize or standardize offering based on market assessment
- Understanding key success factors for penetrating new market segments.
 1. Using a quantitative and analytical approach, PT Emerose Indonesia will develop an objective market assessment of the current market size and identify emerging trends that can positively impact potential growth in Indonesia.
 2. We will conduct a thorough assessment of customer behavior to understand segments in the market and the opportunities for your organization in each segment.
 3. PT Emerose Indonesia will collaborate with your organization and use the research and insight to identify attractive new market opportunities.



Buyer Behavior Analysis (B2B or B2C)

Our tools and approaches offer to our clients would be based on:

- An understanding of customer perceptions of your product or service in foreign markets, specifically Indonesia
- An understanding of customer perceptions of competing products
- Insight into buyer behavior, decision-making processes, habits and criteria
- Knowledge of the influencers in the decision-making process
- A roadmap to align your marketing and sales strategies with buyer behavior to achieve maximum return on investment
- We will conduct comprehensive research of potential customers in various market segments
- With assistance from our local associates and market research professionals we will provide you a detailed understanding of customers' perceptions, concerns and purchasing behavior prior to implementation decision
- We will also gather insight on the buying process, influencers and key decision criteria customers' use in selecting a product or service
- We will assist in incorporating the knowledge gained of the customers buying process in a comprehensive implementation strategy



PT. Emerose Indonesia

PT. Emerose Indonesia

Sentra Pemuda 5-6
Jalan Pemuda No. 61
Jakarta 13220
Indonesia

Phone: +62 21 300 50000 Ext 309/310
Fax: +62 21 300 50050
Http: www.emerose.co.id
Email: management@emerose.co.id

Contact: Michael Sendow – Director