



MP

PT MEGA PERINTIS Tbk INDONESIA

Head Office:

Jl. Karet Pedurenan No. 240, Karet Kuningan Setiabudi Jakarta Selatan 12940

Phone: +62-21-5733 888 Fax : +62-21-5290 5103

Email: corpsec@megaperintis.co.id

Website: <http://www.megaperintis.co.id/>

manZONE

minimal

MOC

MP Management System

MP's Mission

MISI

"To make everyone enjoy the different feel of fashion"

MP's Tag Line

"Enjoy the difference"

MP Vision 2020

VISI

"To be a leading and valuable fashion retailer in Indonesia"

MP Goal 2020

- (Gross) Sales : Rp. 1 Trilyun
- EAT : 10%
- To be the Best Men's Fashion Local Brand in Indonesia

STRATEGY MANAGEMENT

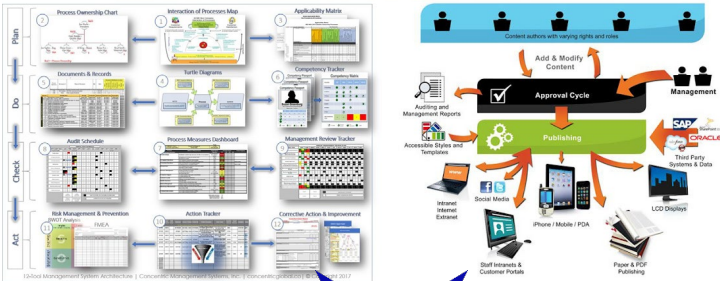
Strategy 2022

Themes

Building Up Our Resources

- Empowering Us – (Out of the Box Mindset)**
 - Work Smart with Data and Analytical
 - Create Data Science & Center
 - Create Marketing Analytics
 - Develop Talent Management
 - Create Culture : Potential Talent (Recruit – Identify – Develop – Perform)
- System Transformation – (Utilize New Technology)**
 - Allocation OTB, Replenishment, Six Month Plan by AI
 - Omni Channel (Benchmark Uniqlo)
 - Digital Marketing by AI
- Streamline All Process – (Effortless but Powerful)**
 - Process Reengineering (2 Breakthrough Process per Division)
 - Adopting RPA
 - Process Recording & Auto Monitoring
- Build Up Our Brands**
 - SP
- Make Our Customer Happy**

MANAGEMENT TOOLS ENABLER

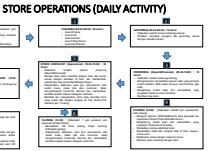
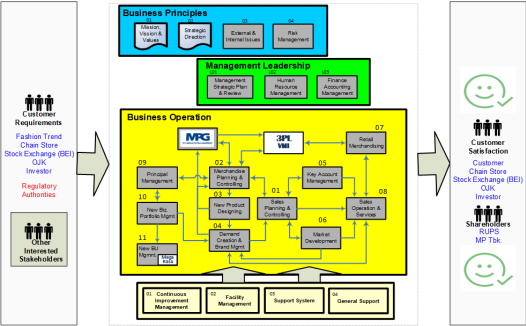


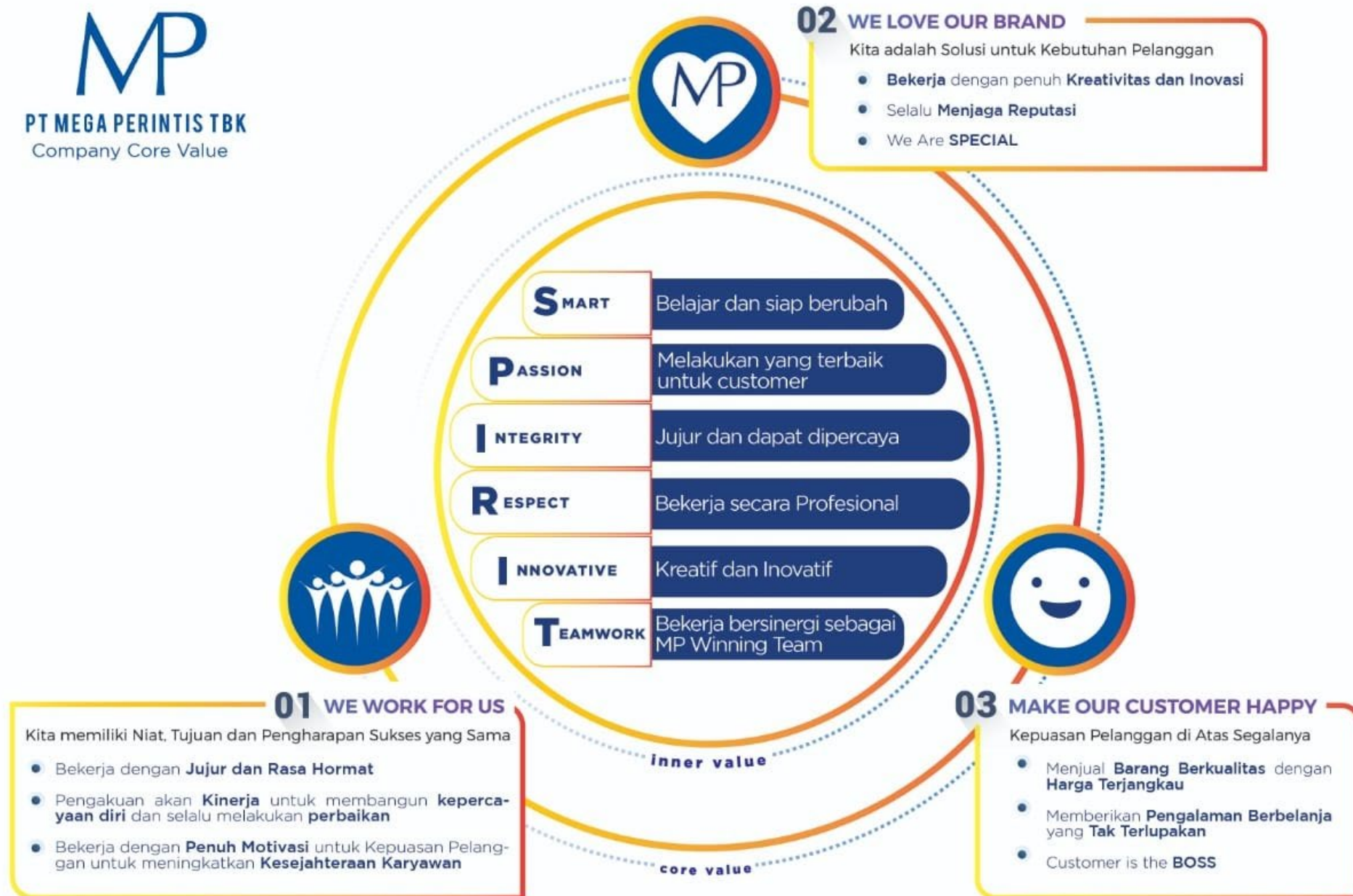
CORE VALUES

TARGET CASCADING

Division	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030
KEY ACCOUNT	100%	100%	100%	100%	100%	100%	100%	100%	100%
KEY ACCOUNT Total	244,785,523,335	223,065,599,940	103,311,500,000	89,124,283,392	63,878,388,289	333,835,519,347	187,016,749,229	-44.5%	58.0%
SHOWROOM	100%	100%	100%	100%	100%	100%	100%	100%	100%
SHOWROOM Total	244,785,523,335	223,065,599,940	103,311,500,000	89,124,283,392	63,878,388,289	333,835,519,347	187,016,749,229	-44.5%	58.0%
MITTEL	100%	100%	100%	100%	100%	100%	100%	100%	100%
MITTEL Total	244,785,523,335	223,065,599,940	103,311,500,000	89,124,283,392	63,878,388,289	333,835,519,347	187,016,749,229	-44.5%	58.0%
ONLINE	100%	100%	100%	100%	100%	100%	100%	100%	100%
ONLINE Total	244,785,523,335	223,065,599,940	103,311,500,000	89,124,283,392	63,878,388,289	333,835,519,347	187,016,749,229	-44.5%	58.0%
Grand Total	244,785,523,335	223,065,599,940	103,311,500,000	89,124,283,392	63,878,388,289	333,835,519,347	187,016,749,229	-44.5%	58.0%

PROCESS MANAGEMENT SYSTEM





Strategy 2022

Themes

Building Up Our Resources

- **Empowering Us – (Out of the Box Mindset)**
 - Work Smart with Data and Analytical
 - Create Data Science & Center
 - Create Marketing Analytics
 - Develop Talent Management
 - Create Culture : Potential Talent (Recruit – Identify – Develop – Perform)
 - Implementing Performance Management
- **System Transformation – (Utilize New Technology)**
 - Allocation OTB, Replenishment, Six Month Plan by AI
 - Omni Channel (Benchmark Uniqlo)
 - Digital Marketing by AI
- **Streamline All Process – (Effortless but Powerful)**
 - Process Reengineering (2 Breakthrough Process per Division)
 - Adopting RPA
 - Process Recording & Auto Monitoring
- **Build Up Our Brands**
 - 5P
- **Make Our Customer Happy**

The 7 Big Hairy Audacious Goals (BHAG)

What Is Big Hairy Audacious Goal (BHAG)?

A big hairy audacious goal, or BHAG, is a clear and compelling target for an organization to strive for

7 BHAG				PIC	Buddy	Div/Dept. Related
1	Roll Out Performance Management			Verosito	Toni	All Div
		Cascading KPI into Staff Level			Teguh	HR
		Renewal Competency Definition & Evaluation			Luki	OSM
2	Create Data Science & Center/Marketing Analytics Tools			Toni	Ubay	Data Science & Center
					Yulius	IT
3	Develop Talent Management			Teguh	Febby	HR
		Create Organization Culture - Potential Talent			Aslam	All Div Head
4	Allocation OTB, Replenishment, Pooling & Balancing, & Six Month Plan by AI			Ruth	Yaneke	Data Science & Center
					Data Science Dept. Head	Buyer
5	Omni Channel (Benchmark - Uniqlo)			Hesty	Nia	Marketing
					Christina	IT
						Sales Operation
6	Digital Marketing by AI			Laura	Gisel	Data Science & Center
					Performance Marketing Dept. Head	Marketing
						IT
7	Process Re-Engineering (2 Breaktrough Process per Division)			Luki	Melly	OSM
		Adopting Robotic Process Automation (RPA)			OSM Dept. Head	Data Science & Center
		Process Should Be Data Recorded, Traceable & Measurable				IT
						All Div Head



Building Up Our Resources The Seven BHAG

MP

PT MEGA PERINTIS Tbk

Let's start!

