

Digital Marketing untuk Bisnis UKM



Indonesia Go Global

Today's speaker



Consultant to The Nielsen Company

Member of Satgas Pokja 3 Ekonomi

Member APINDO, KADIN, FORKOM Kemendag

Board expert of APRINDO, HIPINDO

Advisor AP3MI

Faculty member of Rumah Perubahan .


Was Professor MMUI, Senior Academic Advisor Bunda Mulia University


Book author of RETAIL RULES .




Revolusi Industri 4.0 change consumer behavior

| From Industry 1.0 to Industry 4.0

1.0 | 1784 | based on mechanical production equipment driven by water and steam power 

2.0 | 1870 | based on mass production enabled by the division of labor and the use of electrical energy 

3.0 | 1969 | based on the use of electronics and IT to further automate production 

4.0 | tomorrow | based on the use of cyber-physical systems 

Tuntutan perubahan **model bisnis dan model operasional**

Rethinking

Lebih efisien membangun **profitabilitas** lebih baik

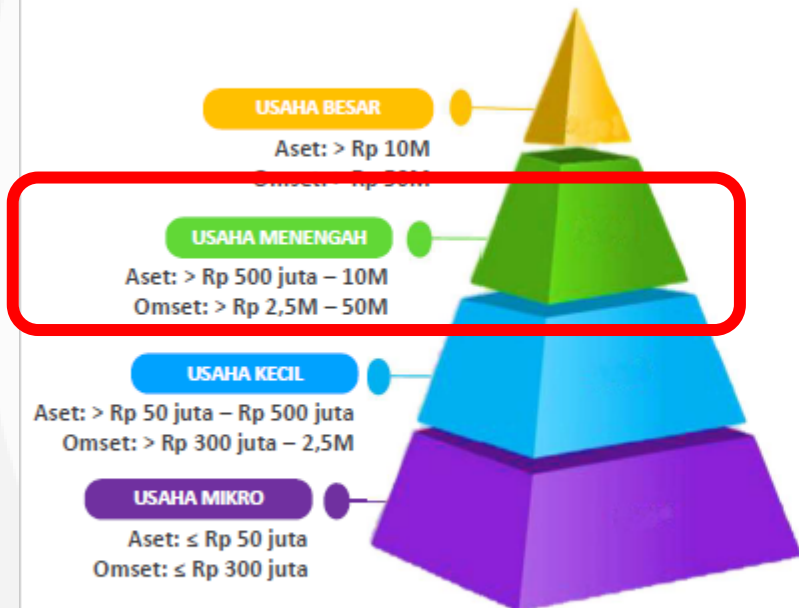
Lebih **customer fokus**, putuskan rantai proses yang tidak diinginkan konsumen

Membangun **experience baru**
Menggunakan teknologi **mengupgrade proses** belanja yang cepat dan menyenangkan

Menciptakan **imajinasi konsumen** menjadi kenyataan

Usaha Menengah akan menjadi fokus

PROFIL SKALA USAHA DI INDONESIA



JENIS USAHA	JUMLAH USAHA	EKSPOR (%)
Besar	5.550 (0,01%)	85,63%
Menengah	60.702 (0,09%)	10,85%
Kecil	783.132 (1,22%)	2,3%
Mikro	63.350.222 (98,68%)	1,22%



97% total tenaga kerja



61,07 % total PDB Nasional



60,42% total investasi



14,37% total ekspor non migas

Sumber: Kementerian Koperasi dan UKM – 2018

Sumber: SME Competitiveness
Outlook, 2019

” Sasaran Strategis Kementerian Koperasi dan UKM adalah fokus pada Usaha **Menengah** berbasis sektor riil dan skala ekonomi melalui sinergitas lintas stakeholders. ”

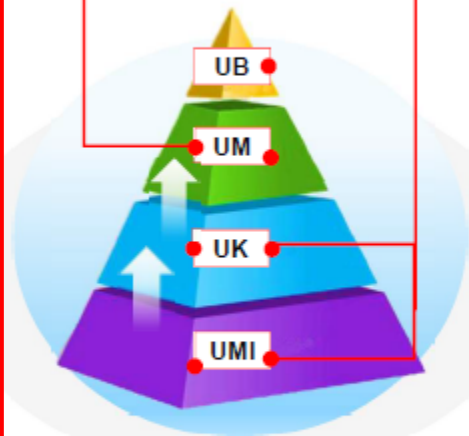
Market driven, Digitalisasi, Channel, International

PROYEKSI STRUKTUR UMKM INDONESIA KE DEPAN



High Touch (Skala Usaha Menengah)

1. *Market Driven/ Market Intelligence*
2. Kurasi champion melibatkan asosiasi profesi, komunitas kreatif, *local brand activist* dan akun media sosial
3. Digitalisasi UMKM (proses bisnis dan akses pasar)
4. Memperluas *creative space (local brand)* di daerah (Role model: M-Bloc, Pasar Papringan, dll)
5. Membuka *channel distribusi* (Horeka, Mall, Marketplace)
6. *Scaling Up dan Internasionalisasi* produk UKM melalui dukungan trading house, standardisasi, sertifikasi internasional, investasi atau IPO
7. Mobilisasi *experties* menjadi mentor UKM dalam pengembangan usaha (Pemanfaatan 250 jaringan mentor AMEN)
8. *Factory Sharing* berbasis Value Chain



1. Fokus Usaha Menengah
2. Pendekatan Berbasis Cluster (Termasuk Ketersediaan Bahan Baku Lokal)
3. Produk Komoditas Unggulan

Low Touch (Skala Usaha Mikro & Kecil)

1. Konsultasi, pendampingan, dan pendaftaran usaha UMK
2. Inkubasi bisnis dan *sharing mindset* kewirausahaan
3. Packaging dan brand
4. Kampanye dan kisah sukses pelaku UMKM
5. Membuat konten video tutorial dari *best practice* bisnis UMKM yang populer termasuk modul manajemen keuangan, operasional, pemasaran dan pengembangan SDM

Modernisasi Koperasi

1. Mengembangkan model-model bisnis baru yang inovatif untuk digitalisasi koperasi
2. Fokus pada penguatan Koperasi sektor riil
3. Transformasi Koperasi Mahasiswa, Koperasi Pesantren (Koppontren), dan Komunitas Kreatif

* Kontribusi Ekspor UMKM saat ini sebesar 14,37 %

Business model : Fast eat slow



Big eat small

Fast eat slow

Smart eat dumb

Ecosystem vs solo

Zara : produces around 450 million items a year



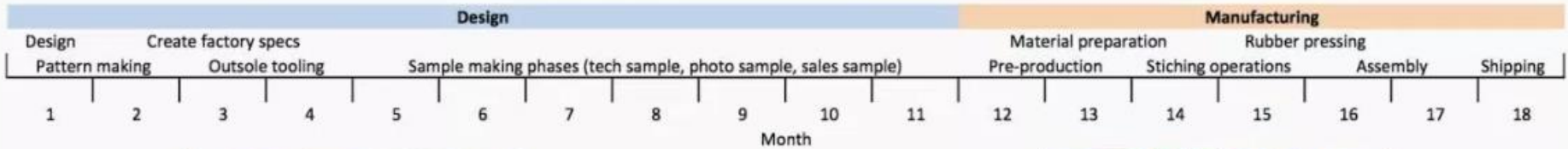
Store managers communicate **customer feedback on what shoppers like**, what they dislike, and what they're looking for.

That demand forecasting data is instantly funneled back to Zara's designers, who **begin sketching on the spot**. **Unsold items account for less than 10 percent** of its stock, compared with an industry average of 17 to 20 percent.

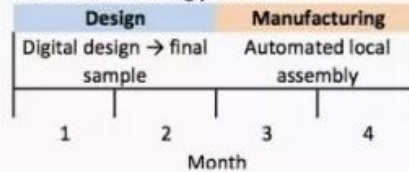
Nike : 18 months vs 4 months

The traditional shoemaking process is about to change

Traditional shoe making process - from initial design to final product landed at brand's warehouse



Future shoe making process



Source: Google Images, adidas, venturebeat.com

NEW not only NOW



- Buying as they browse
- 25 pair shoes a year
- Blogs, celebrity, fashion news
- Middle class Want to **BUY NEW**
- Fashion is NOT NEW enough
- **Ultra Convenient habit** that sticks; than loyalty

The Rise of Small players : **SME opportunity !**

Fast trend, Fast RTM



128 fintech



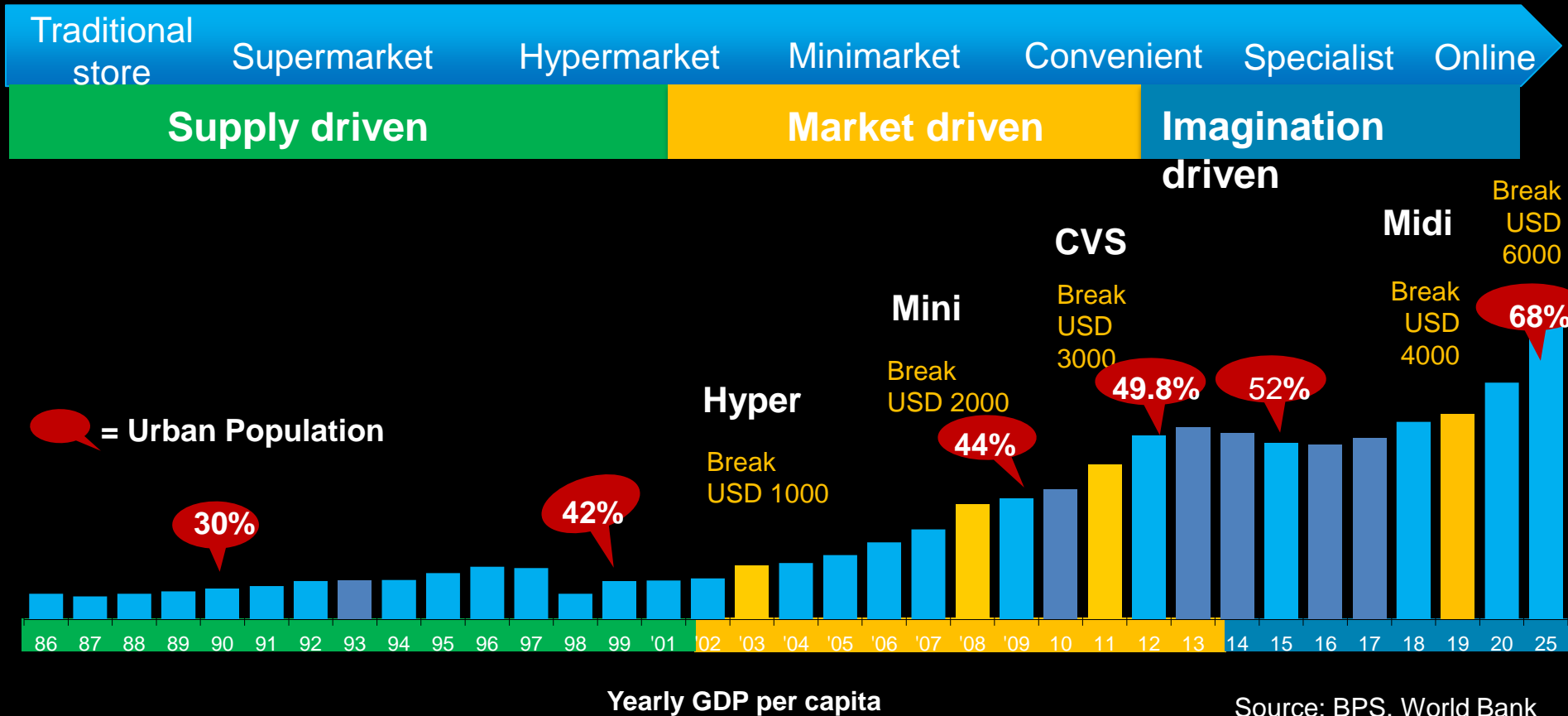
Small Brands Sales Contribution %
- Hair care **30%** - Cosmetic **15%**

Imagination is
more important
than knowledge

Albert Einstein



We are going into IMAGINATION driven market

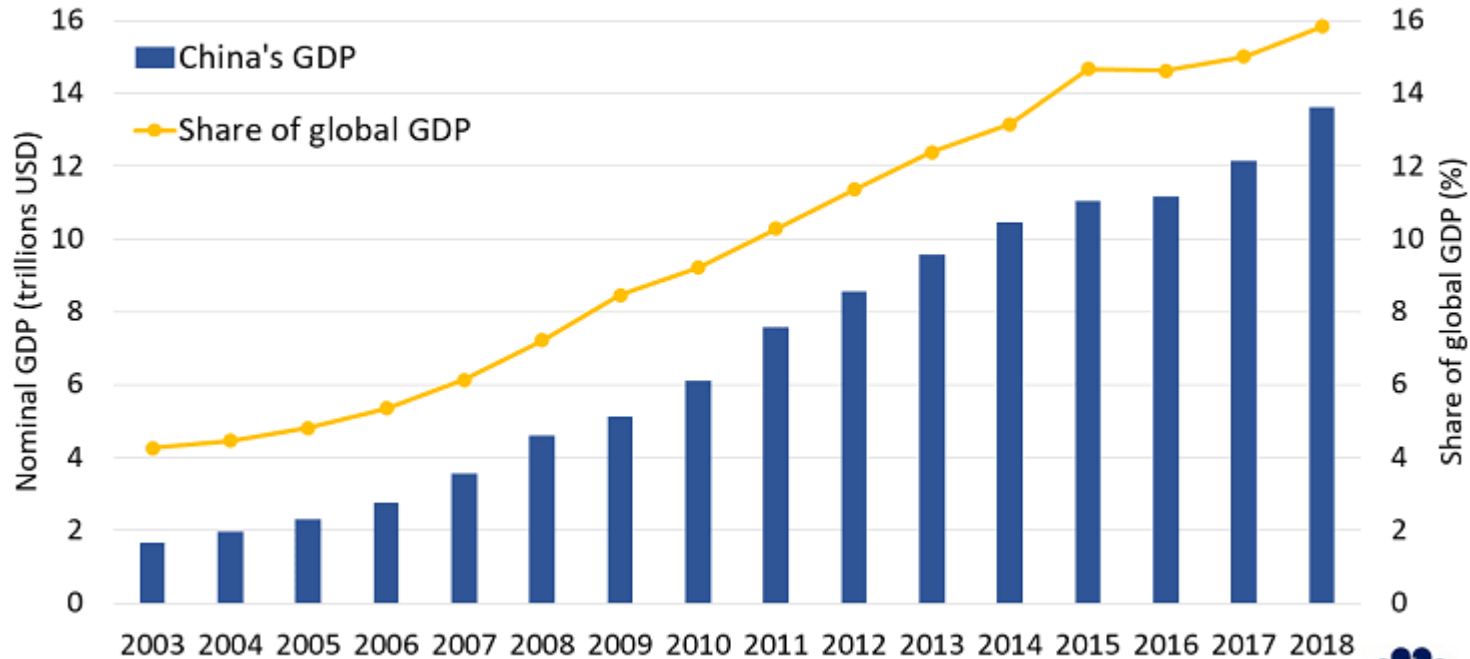




The Economic Fallout of the Coronavirus in Southeast Asia

China hold 16% share of global GDP; 39% of growth

China's economic growth



SOURCE: World Bank, OECD

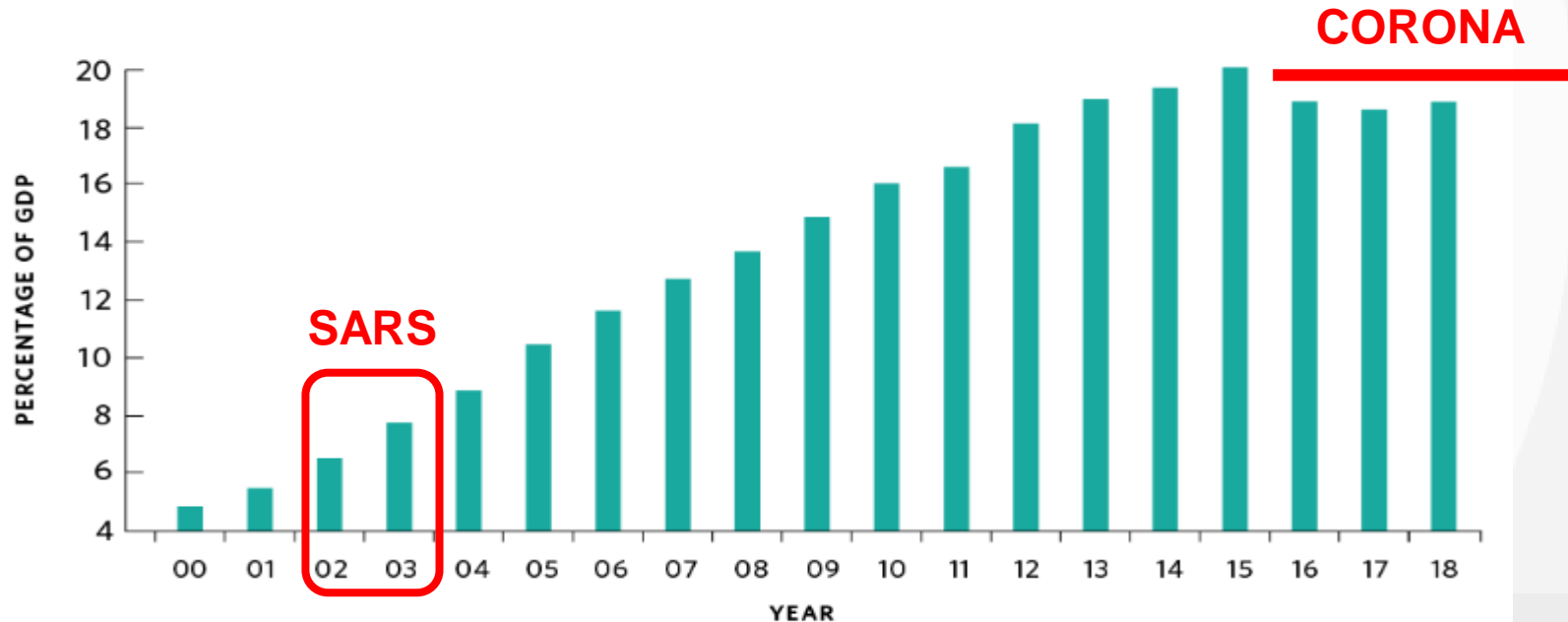


Disrupted Manufacturing Supply Chains

China's economic footprint is much bigger now than it was nearly two decades ago. **When SARS hit in 2002 and 2003, China was the source of 8 percent of all the manufacturing goods exported worldwide**, according to the UN Conference on Trade and Development. **By 2018, this figure had ballooned to 19 percent** (see figure 3).

FIGURE 3

China's Global Market Share of Manufacturing Exports



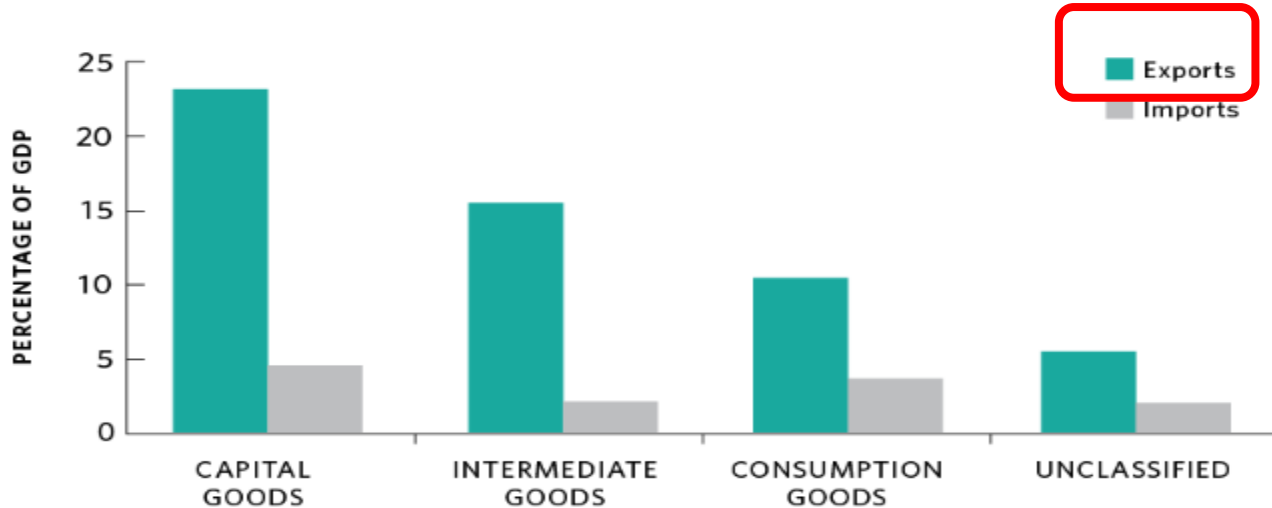
SOURCES: Natixis, United Nations Conference on Trade and Development (UNCTD)

Disrupted Manufacturing Supply Chains

the huge electronics manufacturer Foxconn, which makes **Apple iPhones**, resumed production on February 10, 2020, but on a very limited scale.

FIGURE 4

China's Share of Key Elements of Global Trade



SOURCES: Natixis, UNCTD

NOTE: Products classified under the Broad Economic Categories. Unclassified products consist mainly of food and live animals.

Disrupted Manufacturing Supply Chains

Other countries' dependence on Chinese capital and intermediate goods is leaving them scrambling for alternatives (see figure 5). This will be an even tougher challenge for sectors in which China has larger market shares, such as **electronics and automobiles**.

FIGURE 5

Asia's China-Produced Imports



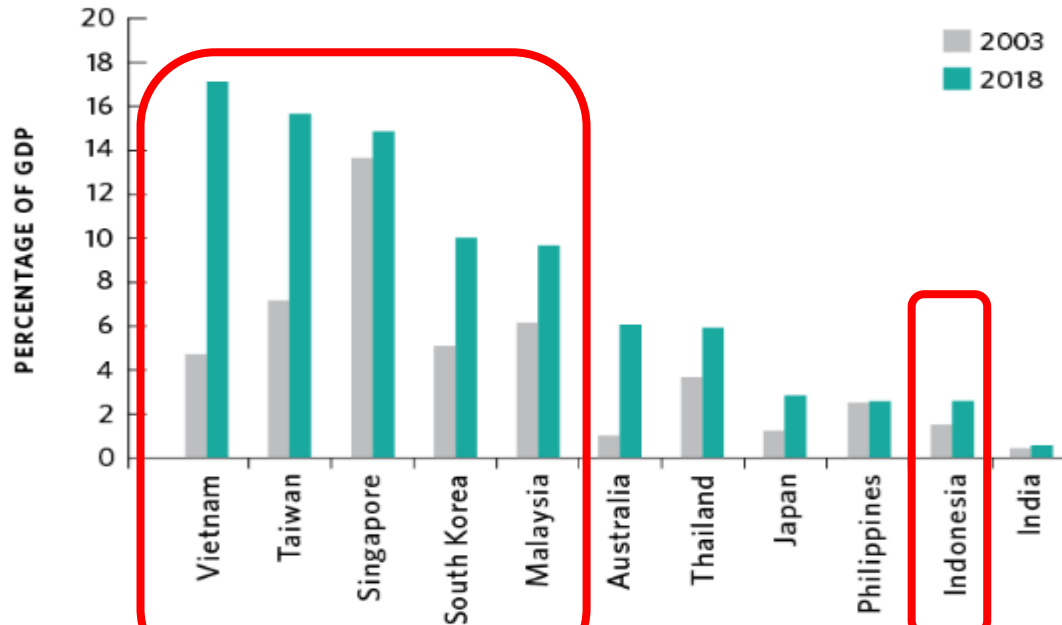
SOURCES: UNCTD, CEIC, Natixis

Less Chinese Demand

Just as with **tourism and manufacturing**, Asia has become more reliant on Chinese demand as a source of growth since SARS struck in 2002 and 2003. The most exposed economies include Vietnam, Taiwan, Singapore, South Korea, and Malaysia (see figure 8).

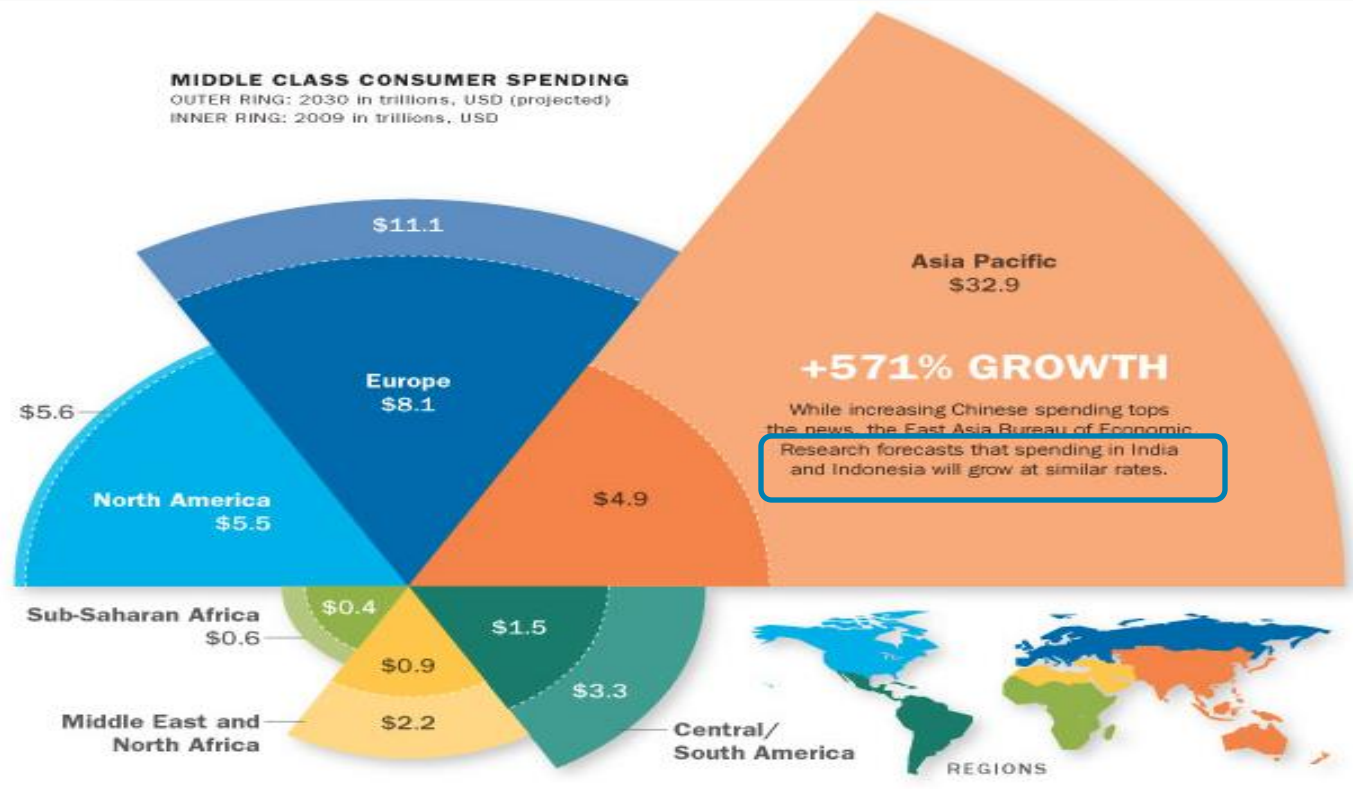
FIGURE 8

Asia's Export Exposure to Mainland China



SOURCES: Natixis, UNCTD

Tectonic shift 5 billion by 2030



The OECD defines “middle class” as making \$10 to \$100 a day, adjusted for the purchasing power of each currency

Source: OECD

India, Vietnam, Malaysia grow above average

WHERE ARE THE FMCG GROWTH OPPORTUNITIES?

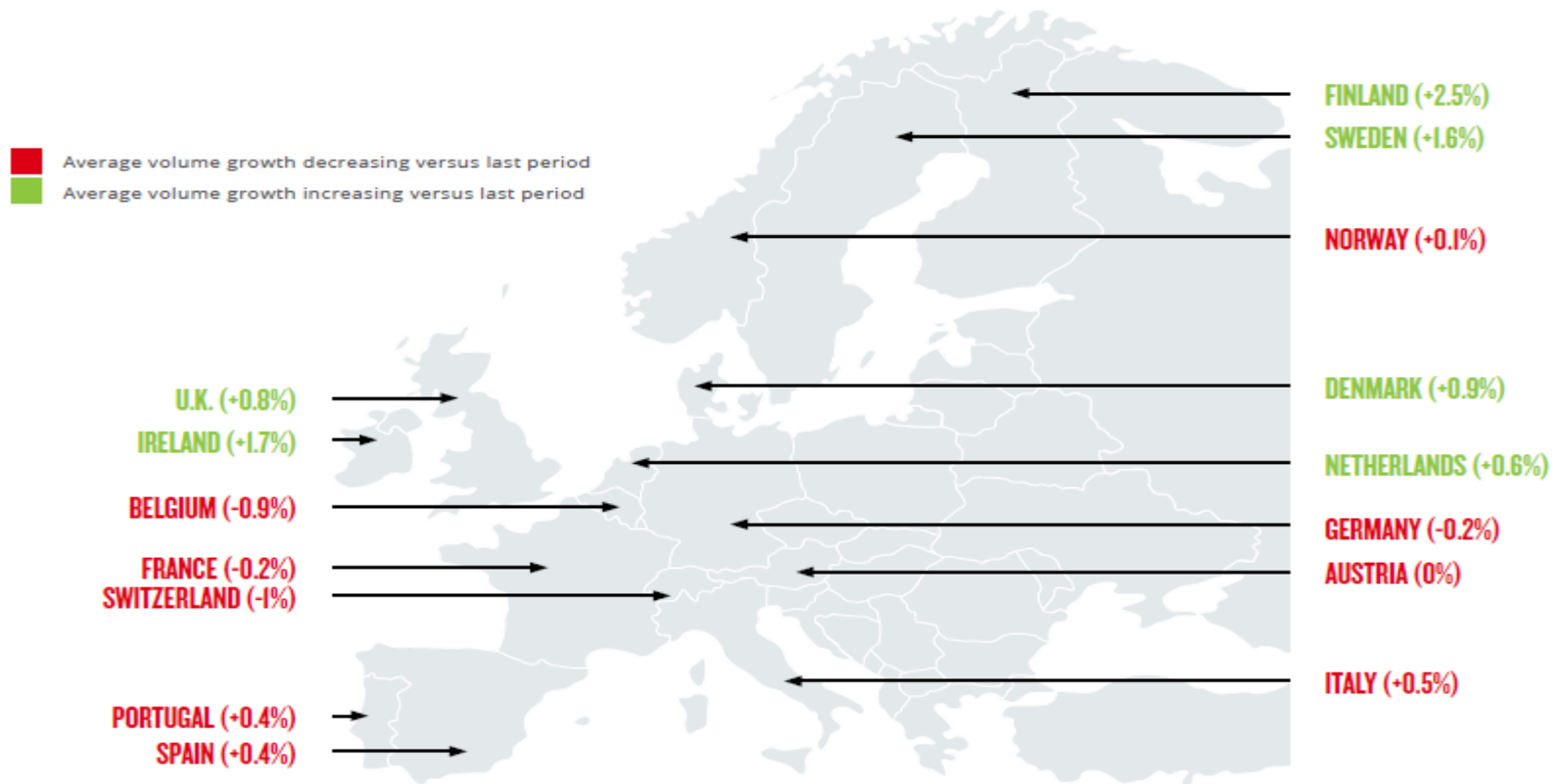
Average volume growth Q3 2018 & Q4 2018



Finland, Sweden, Denmark, Belgium

WHERE ARE THE FMCG GROWTH OPPORTUNITIES?

Average volume growth Q3 2018 & Q4 2018



Ukraine, Romania, Belarus

WHERE ARE THE FMCG GROWTH OPPORTUNITIES?

Average volume growth Q3 2018 & Q4 2018



Develop Brands



Register it
Nurture it

Brands riding PL brands

Name for trust
Name for repeat order
Name for family line products

Produced by:
Kenangan Indonesia

Develop Channels

Offline

Chain stores : mid and big format (packaging, labels, code)

Asian stores

future Sarinah ?

Trading house

1. Easy to identify

- ✓ Recognised quickly
- ✓ Carton will not fall apart/crush through end to end supply chain
- ✓ Appropriate GS1 specifications are met for TUN barcodes
- ✓ For Coles Brand, the relevant artwork style guide applied
- ✓ Barcodes visible and printed on minimum 2 sides



Online

Catalog

Export import Platform

ECommerce



Hypermarkets supermarkets chain

家家悦 JIAJIAYUE

[Home](#)

[Global Supply Chain](#)

[Jiajiayue](#)

[Formats & Brands](#)

[Contact us](#)

[Q](#) [中文](#)

[Company Profile](#)

[Enterprise Culture](#)

[History](#)

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[Social Responsibility](#)

[Chairman's Message](#)

In Dec 2016, JJY became a listed company on the main board of Shanghai Stock Exchange and has officially landed on capital market.

760+

Over 760 direct chain stores

50+

Network covers more than 50 cities and counties in Shandong Province, Hebei Province, Anhui Province, Inner Mongolia Autonomous Region and Jiangsu Province.

760+

Over 7.60 million members



Gunawan Efendi · 1st

Chief Operating Officer at Jiajiayue Group Co.,Ltd

Weihai City, Shandong, China · [500+ connections](#) · [Contact info](#)

 Log-In

 [Open an Account](#)

My Cart 0

CONTACT US



**SEARCH FROM
OVER 65,000
HIGH-QUALITY
CONSUMABLES
AT AFFORDABLE
PRICES NOW**

**THE LEADING SUPPLIER FOR ALL
CONSUMABLES TO OVER 25 INDUSTRIES**

AGED CARE | CHILDCARE | CORPORATE | DENTAL | EDUCATION | FIRST AID | FOOD PACKAGING | HAIR & BEAUTY | HEALTHCARE | HOSPITAL
INDUSTRIAL | LABORATORY | MEDICAL | OFFICE | OH&S | PACKAGING | PATHOLOGY | SAFETY | SCIENTIFIC | TAFE

1	2	3	4	5	6	7	8	9	10
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GLVEXFG Available Now

**SOFEEL EXFOLIATING GLOVES
GREEN 2/PACK(PAIR)**



ETINTBB-12 Available Now

Lilith Eyelash and Eyebrow Tint,
Blue Black Graphite, 100 Percent
Made in Austria, 15ml, 12 per Box
Deal



GLVEXFP Available Now

Sofeel Exfoliating Gloves
Pink2/pack(pair)

ETINTBR-12 **Few Left**

Lilith Eyelash and Eyebrow Tint,
Brown, 100 Percent Made in
Austria, 15ml, 12 per Box Deal



SFBLCOMB Available Now

Sofeel Brow & Lash Comb,
100/Pack



SLIPPERCT Available Now

Livingstone Slippers, Cotton
Towel, White, 1 Pair per Pack,
Disposable



SLIPPERNW Available Now

Sofeel Slippers, Nonwoven,
White, 1 Pair per Pack, Disposable



SFGLVEXFY Available Now

**Sofeel Exfoliating Massage
Gloves, Nylon, Yellow, Fits All
Sizes, 2 Per Pack**

Export platform



Apa yang sedang Anda cari?

Produk ▾

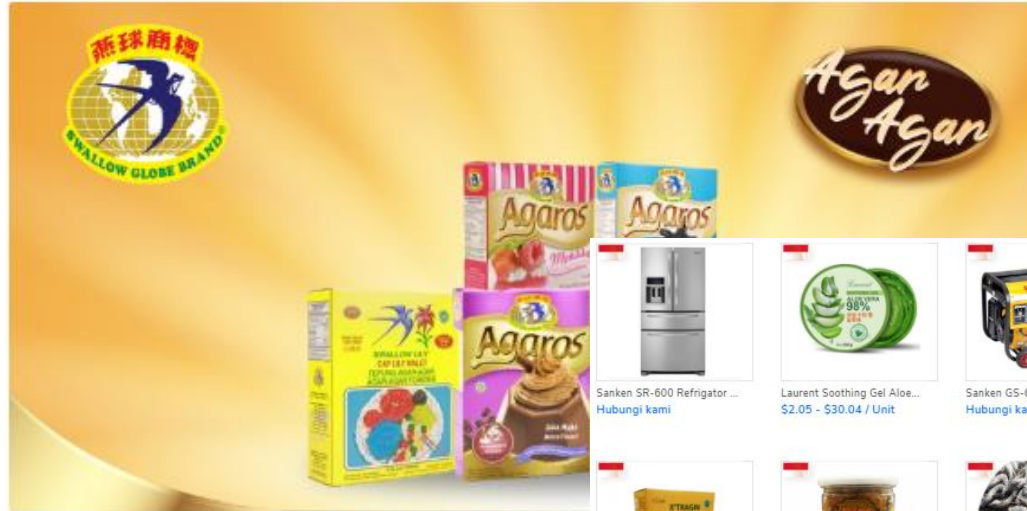


Masuk atau Bergabung

Akun Premium

CATEGORY

- Sumber daya alam
- Pertanian
- Mesin, Bagian & Alat Industri
- Elektronik
- Otomotif
- Pakaian
- Aksesoris
- Rumah dan Taman
- Kesehatan & Kecantikan



Sanken SR-600 Refrigerator ...
Hubungi kami



Laurent Soothing Gel Aloe...
\$2.05 - \$30.04 / Unit



Sanken GS-6500 Generator ...
Hubungi kami



PUNCAK KEPITING ORI TANDU
\$3 / Unit



jeruk nipis
\$0.90 - \$1 / Kg



XTRAGIN JAHE MADU
\$0.80 / Pcs



JAMAN EYVNA - CHEDDAR CH
\$1.65 / Pcs



UDANG TAMBAK/LAUT
Hubungi kami



Laurent Shower Gel 1000ml
\$2.72 - \$32.67 / Unit



MagneO+ Magnesium Oil by ...
\$7 / Kotak

[Lihat Lebih Banyak](#) →

Daftar Gratis dan
Segera Mulai Hari Ini!
Jadi bagian dari Glexindo
dan mulai transaksi!



Perusahaan Top

Botang Poros, Botang Kemas, Botang Partikel



Kami menggunakan pembayaran yang aman

Bayar dengan metode pembayaran paling populer dan aman di dunia. Dan Perlindungan Pembeli mencakup pembelian Anda.



Mendaftar ke Buletin

Penginformasi Dagang - Mengirimkan tren produk terbaru dan berita industri langsung ke kotak masuk Anda.

Masukkan email Anda

Daftar

Kami tidak pernah membagi email Anda dengan pihak ketiga.

Trading House

BIG
INDONESIA
BINTANG INSPIRASI GLOBAL

Partner for Your Brand Globally

PT Bintang Inspirasi Global ("BIG INDONESIA")

BIG Indonesia is one of a leading distributor and exporter of Indonesian products. The company specializes in sourcing, distributing, franchising and licensing Indonesian products and brands to international markets. The company is founded by several prominent owners of retail and manufacturer companies

from various industries that have the same mission and vision to support the government's mission to promote Indonesian products and brands in international markets as well as making them as international renowned global brands. BIG Indonesia is your "Partner for your brand globally"



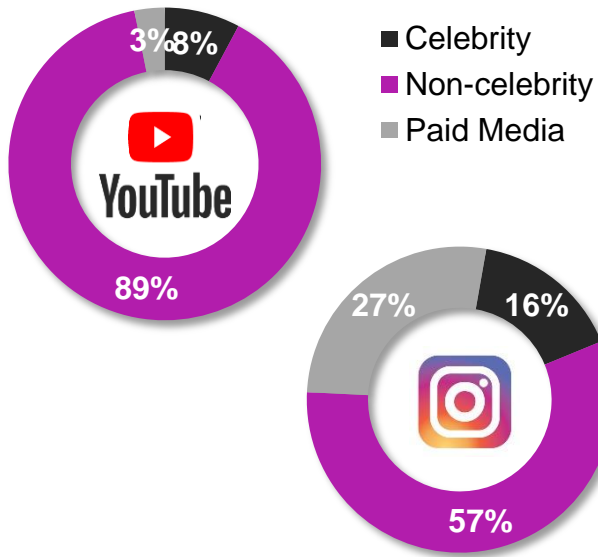
E-commerce evolution

	Digital Retail 1.0		Digital Retail 2.0		Digital Retail 3.0		Digital Retail 4.0
Online channel contribution %	Low eCom share But high growth	<1% +50%	Low eCom share Keep growing	< 10% +20~30%	Med eCom share Growth Slow Down	~20% <20%	Fully integrated btw Online and Offline
Key Driving Categories	Books, Consumer Elec. Travel		Baby Care, Personal / Household Care & Fashion		Grocery (Food & Beverage)		All services / products / contents
Markets	Most of Developing Countries (Indonesia, LatAm, SE Asia)		Japan, Europe, Taiwan		U.S, China		Seoul (Korea) , Shanghai (China)
Key Barrier	Infrastructure (Internet, Payment, Logistics)		Last-mile servicing, Profitability, How to do differentiation		How to provide omni-channel experience		How to get Loyalty / increase time & wallet share
eRetailer Profile	Pureplay, Specialty mall drive Organic growth		All retailer launch eCommerce, fragmented		Ecosystem build Concentrated, Inorganic growth		Offline + Online retail / Finance / Media & Entertainment / Mobility
eShopper Profile	Price Oriented / Promotion		Convenience- Delivery , Ease of Payment		Shopper Experiences --Fun, Curation		Delegation – Subscription, Shared service

ENGAGE SHOPPER BY **INTERACTIVE SNS** (Soc Net Serv)

Z GENERATIONS RELY ON VIRAL, PREFER ME-LIKELY INFLUENCER

Beauty Influencers In Korea



• Source: Nielsen eCommerce analysis

Growing 'indie' brands globally



Korea

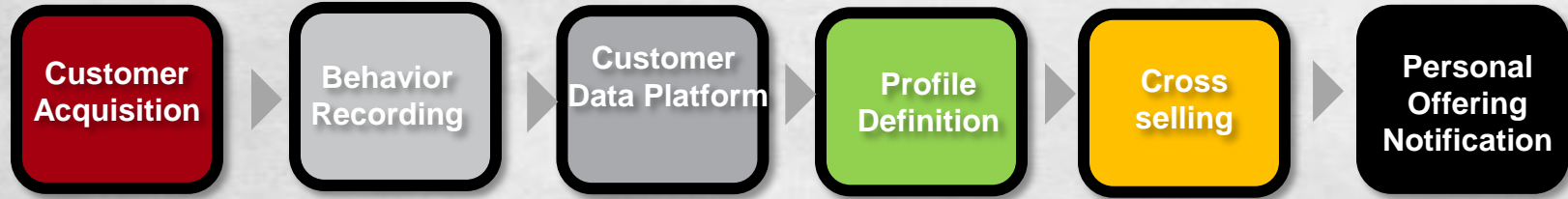
Small Brands Sales Contribution %

- Hair care **30%**
- Cosmetic **15%**



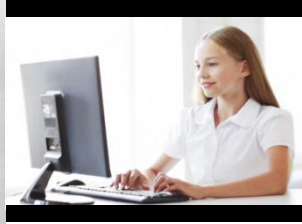
Source: Nielsen analysis

Ultimate Digital Marketing





Shopper Acquisition



Digital



From people's
Social media
Retail & Mall web visit,
Apps



Physical



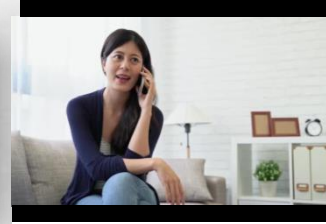
From their presence
in community popular
spots, other malls



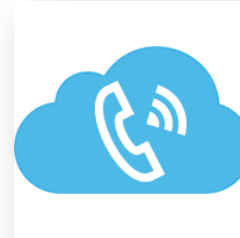
Print



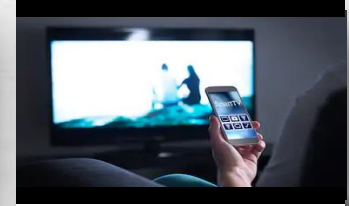
Tourist scan QR
From paper Ads
TV ads
Board ads etc



Calls



From people making
telephony calls
enquiry tour, activity etc



Radio and TV



From people
watching TV
Listen to radio



Innovative Digital Retail

Behavior Recording



Forward behavior



Record all
Digital activities
Via sites, apps



CRM
Back History



Record all
Transactions,
Locations, Time, Purchase



Mall Customer Data Platform



IP



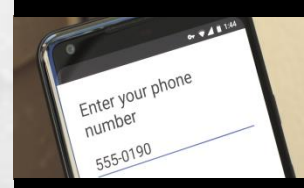
Scrapping
Cookies
Pixel



Mac ID



Thru CDP



Phone Number ID



Thru CDP



Profile Definition



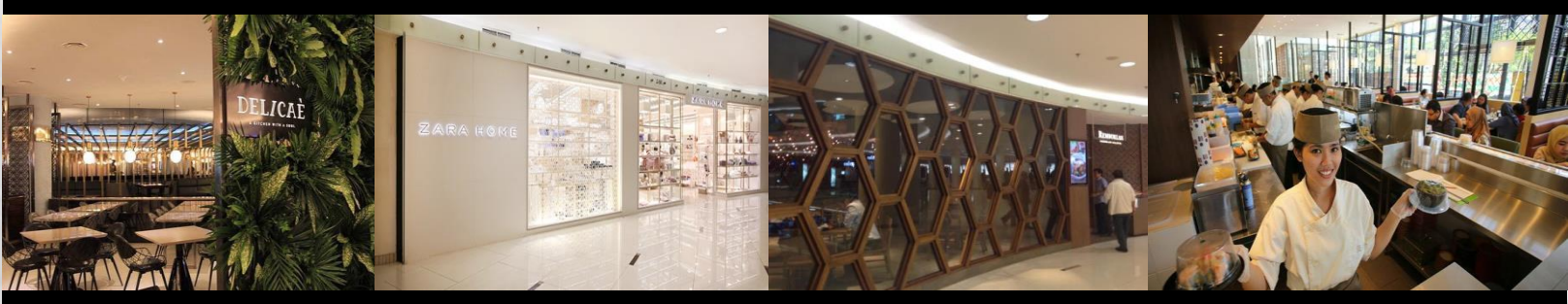
Big Data, AI



Database of tourist And their profile



Cross selling



Database



Database of Destinations, Retail, FNB, Hotels etc



Personal Offering Notification



Text



Soc Med



Bluetooth



Email





Keep it INDONESIA



Attractive Packaging



Keep it CREATIVE

