



# ATMOsphere Asia 2016

## Alfamidi's Action against Global Warming

.

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# Corporate Profile

PT Mudi Utama Indonesia Tbk is the operator of retail chain stores Alfamidi, Alfa Supermarket and Lawson, which was established in June 2007. Alfamidi's concept has been created to adjust to the change in consumer's at the nearest stores. Alfamidi has been developed on the concept of mini supermarket having sales area width of 200 to 600 squares meters. Alfamidi is unique compared to the other similar stores since Alfamidi offers fresh products, processed meat and frozen food as needed by the communities. End of 2015, Alfamidi has 7 branches and 1.063 stores.

## **VISION**

To be retail distribution networks that is integrated with community, able to fulfill consumer needs and expectations, as well providing best quality services.

## **MISSION**

- To satisfy consumer needs by focusing on high quality products and services
  - To implement the best ethical business practice
- To develop a reliable, healthy and growing global organization which benefited to all consumers, supplier, employees, share holders and community in general.

The project name is “LAWSON CVS ENERGY SAVING PROJECT IN INDONESIA

- Project Outlines
  - Reduce global warming impact
  - Saving energy / Cost reduction
- Equipment
  - Refrigerator
  - Air Conditioner
  - LED Lighting
- Stores
  - 12 stores

# The most advanced technology for saving the energy

We introduce the most advanced technology for saving the energy

## 1. Refrigeration system using natural refrigerant (CO2)

Energy Saving  
**23%**  
Compared with conventional target

Refrigerators and freezers are replaced with high efficiency unit using natural refrigerant(CO2) by Panasonic



## 2. Air-conditioner with the "econavi" and "inverter".

Energy Saving  
**50%**  
(Automatic precise temperature control.)

THE PERFECT ENERGY SAVING MATCH

ECONAVI and INVERTER intelligently work together, adapting to the way you live and optimising operation accordingly to save energy.



## 3. LED Lighting and Energy saving concept

Energy Saving  
**40-50%**  
(Compared with conventional lighting)

Energy Saving Estimation

By a high efficiency LED apparatus and the introduction of the Lighting control system, we enabled 32% energy saving for existing LED.



Sun-light sensor control Lux in shop is automatically controlled by sensor



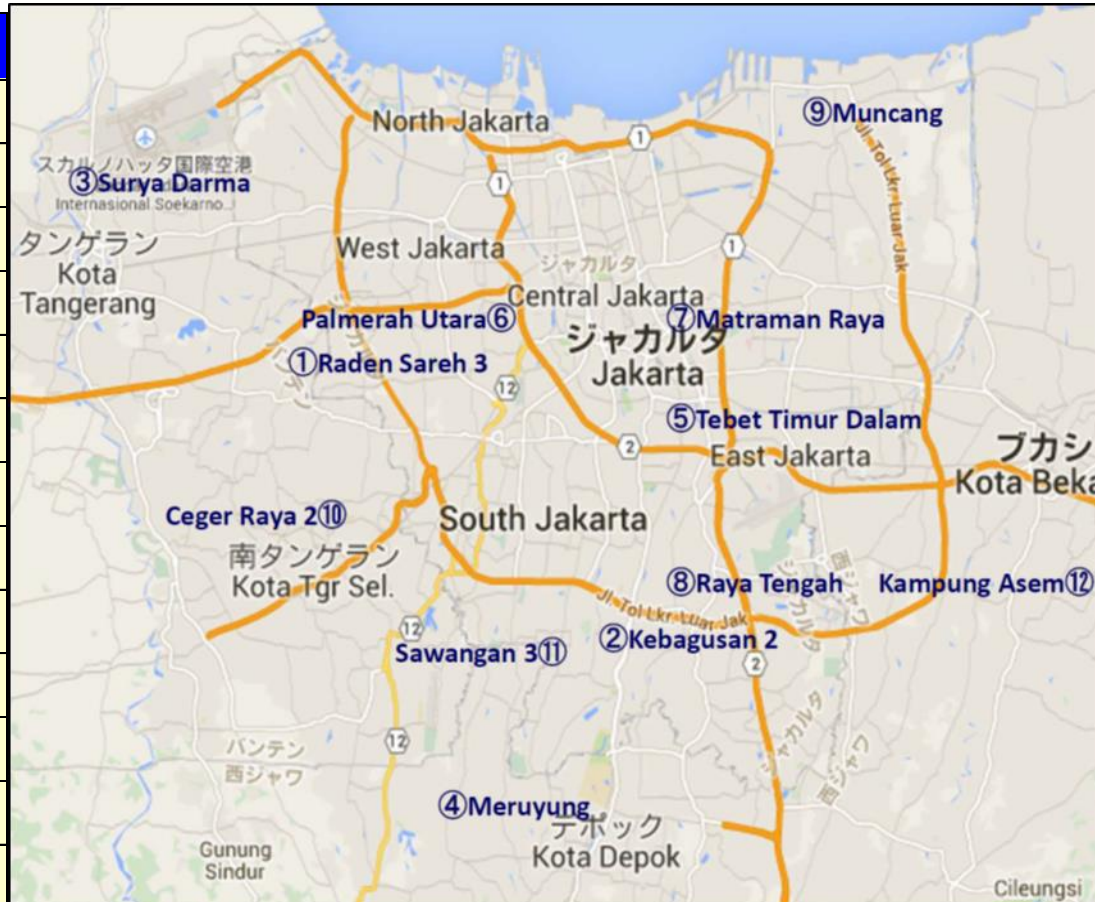
Timer Schedule control Lux in shop is automatically controlled by timer schedule



**13 Alfamidi stores** open in Jakarta with high efficiency equipment as a JCM Energy Saving Project.

(CO<sub>2</sub> Refrigeration, Inverter A/C and LED Lighting)

No.	Shop Name	Open
0	Alfamidi Peta Barat	7-Feb-2014
1	Alfamidi Raden Saleh 3	21-Feb-2014
2	Alfamidi Kebagusan 2	10-Mar-2014
3	Alfamidi Surya Dharma	20-Mar-2015
4	Alfamidi Meruyung	10-Feb-2015
5	Alfamidi Tebet Timur Dalam	15-Mar-2015
6	Alfamidi Palmerah Utara	18-Mar-2015
7	Alfamidi Matraman Raya	20-Mar-2015
8	Alfamidi Raya Tengah	21-Mar-2015
9	Alfamidi Muncang	21-Mar-2015
10	Alfamidi Ceger Raya 2	19-Mar-2015
11	Alfamidi Sawangan 3	24-Feb-2015
12	Alfamidi Kampung Asem	18-Mar-2015





# 1st Pilot Store of JCM Grand Project



# First Pilot Store of JCM FS Project in Jakarta

## ■ RADEN SALEH (Alfamidi)

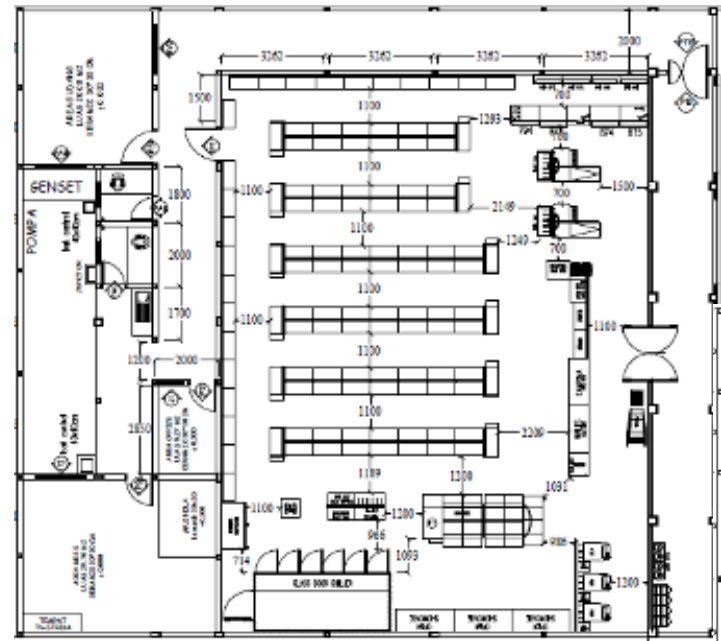
- Location: Jakarta
- Equipment
  - CO<sub>2</sub> Refrigeration System
  - A/C(Inverter)
  - LED lighting
  - Data Acquisition
  - Backup Generator (33KVA)





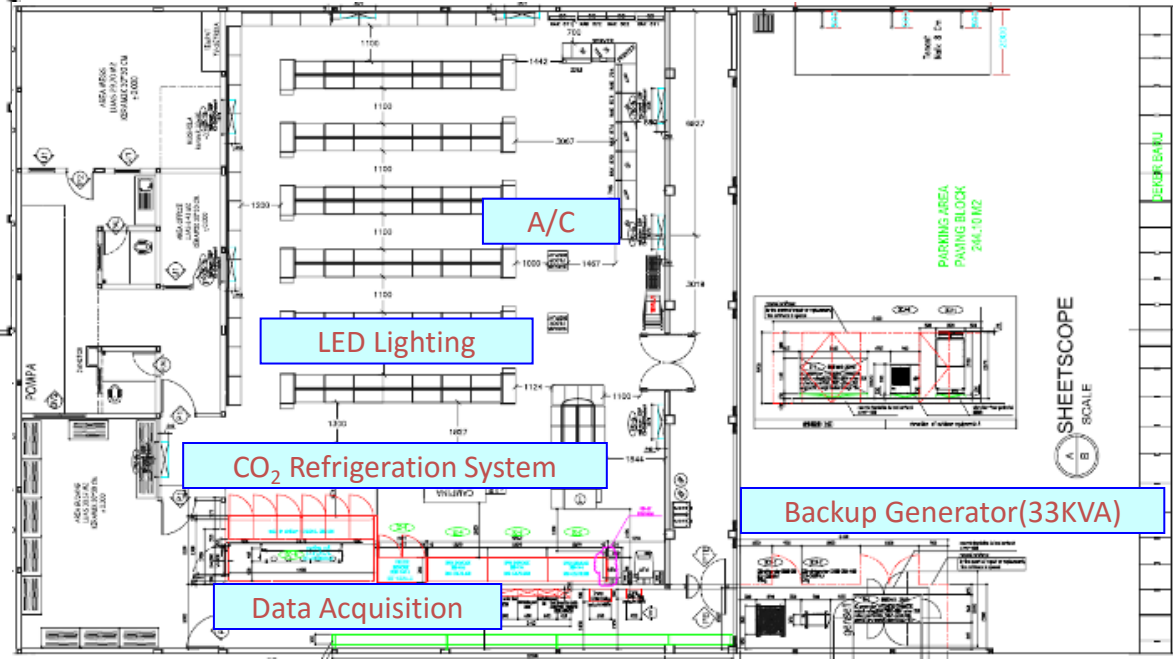
Before

Plug-in Reach in 3 D x 3  
6 Feed open case x 1



After

Reach in freezer 2 D x 1  
6 Feed open case x 3  
Walk-in 6 D



Opening in 21<sup>th</sup> Feb !

## Result or Lesson learned, Further development of the project

- **Benefit**

- Energy saving 20%
- Increasing average sales 15%
- Ambience store to be more comfort

- **Problem to be solved**

- High Cost Investment

## Result or Lesson learned, Further development of the project

- **Prospect of the business related with the project**
  - Increase of ecology stores up to 12 stores in 2016
- **Barrier against spreading energy saving technologies including CO2 refrigeration**
  - CO2 refrigeration must be imported and very expensive
  - Lack of spare parts provided
  - Government support for environmental projects has not been optimal yet such as tax incentives for the use of CO2 equipment

## Future Plan of the project (or plan for global warming prevention)

### ▪ **Business Plan**

- Number of stores up to 300 stores in 2016
- New business : Supermarket ecology up to 3 stores in 2016

### ▪ **Activities for global warming prevention**

- Alfamidi supports this project by making sure all the stores have been using air conditioners with environmentally friendly refrigerant (R410A) and for the lighting will be using LED. We hope, Alfamidi will be using eco friendly for all stores for the future.



# Thank You!

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