

## **Hi, I am Albertson Kho, owner of Smarco Group**

Started everything since I was 18 with my parents support. My Dad is a traditional businessman who are very humble sit on his store for over 30 years. His business unit is mainly trading consumer goods and liquor. While my mom is taking care of paper distribution company which she has run it since 1988 & traditional snack factory. Since 2010, my dad has been wanting to own a big chain of hypermarket before his retirement. With my goal to fulfill his dream, I came back from my study at Toronto, Canada, on mid 2011 to manage & modernize his store. In the end of 2011, I started the Ring Road City Walks Shopping Mall project with Smarco Superstore. In 2012, I also modernized snack factory, with the brand UNIDOS, while at the same time, I also build a consumer goods distribution company. In 2013, I expand my dad liquor trading company become an import company specialty in Wine, Whisky & Beer. In 2014, I also expand into other small businesses while managing all the new business at once. In 2015, The Shopping mall & Smarco is finally open, thus, I was fully focus on them for 2015 & 2016. In 2017, I started to open another 2 small outlets for Smarco & expanding into houseware business with Japanese Concept, namely DAITOKU while constructing the whole idea of TAGGING apps. Today, all the business is running well & professionally managed & I am going to focus on e-commerce business, namely TAGGING. Realizing E-commerce is another different level business & may require huge amount of Capital in Order to grow fast & own the market, I may want to propose TAGGING to the right investor that is excited with the potential market in INDONESIA. Please check my portfolio for SMARCO GROUP after TAGGING SLIDE





**TAGGING**  
**SHOP • TAG • EARN**

# TAGGING TEAM



**Albertson Kho**

Smarco Group Founder  
& Owner  
Founder of  
TAGGING



**Andry Sie**

Sir Salon Founder & Owner  
(over 30 stores existing)  
Marketing Department of  
TAGGING



**Irsan Razali**

Medan Sugar Industry  
Owner  
Management &  
Investor of TAGGING



**Hendro Nyosyaifin**

Founder of Alpha Printing  
IT Department of TAGGING



**Janiko Nyoman Lim**

Mega City Property  
Owner & Founder  
Legal Department of  
TAGGING



**Vincent Tjiam**

Owner of Mulia Abadi Electronic  
Operational Department of TAGGING



**Ananta Kusuma**

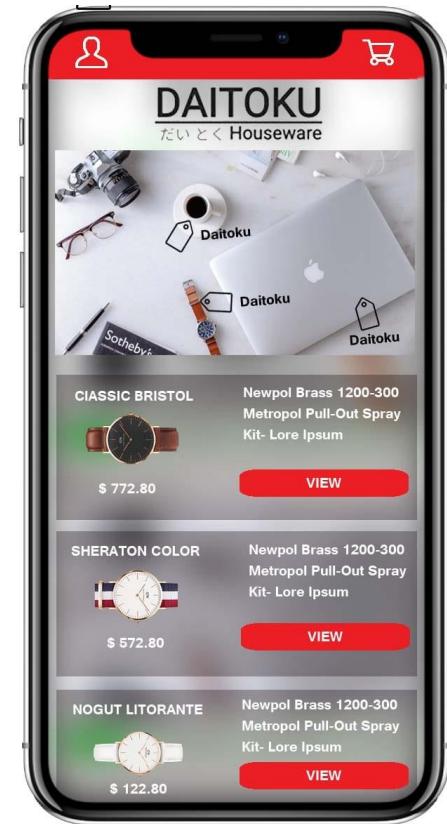
Pokana Pants  
Owner &  
Founder  
Investor relation  
TAGGING

# TAGGING

**Inspiration Catalog with outstanding concept photo & stories for extraordinary experience of online shopping**

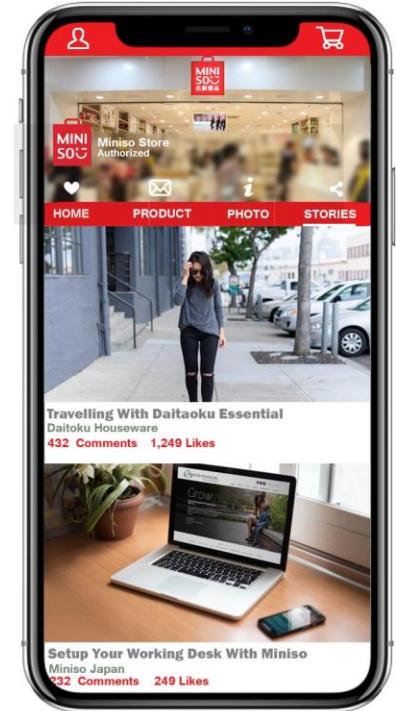
## Apps Focus

- **Market Place:** Vendor/seller, Customer/user, Apps
  - Concept photo & story & TAG Product (by vendor/seller or By users)
  - Price comparison (customer compare between vendor)
  - User can earn commission by taking picture & tag products (customer converts point to cash)
  - Wallet points (Apps & Vendor payment & Customer points)
  - Live chat with vendor & customer service
  - Rating system of the photo, design, & reliability (for Vendor & User)
- **Social Media:**
  - Users can like, follow, search, comment, posting story & concept photo, hashtag, tag, Group Chat or Personal Chat, file sharing
  - Bio/profile



# Photo Concept

- Travelling
- Outdoor Activity
- Interior Design
- Sport
- Kids
- Celebs
- Landmark
- Humor
- Health Information
- Cooking Concept
- Cooking Information
- Sports Information
- Automotive
- Art
- Women & Man Style
- Animals
- Architecture
- Beauty
- Holiday, Wedding & Party



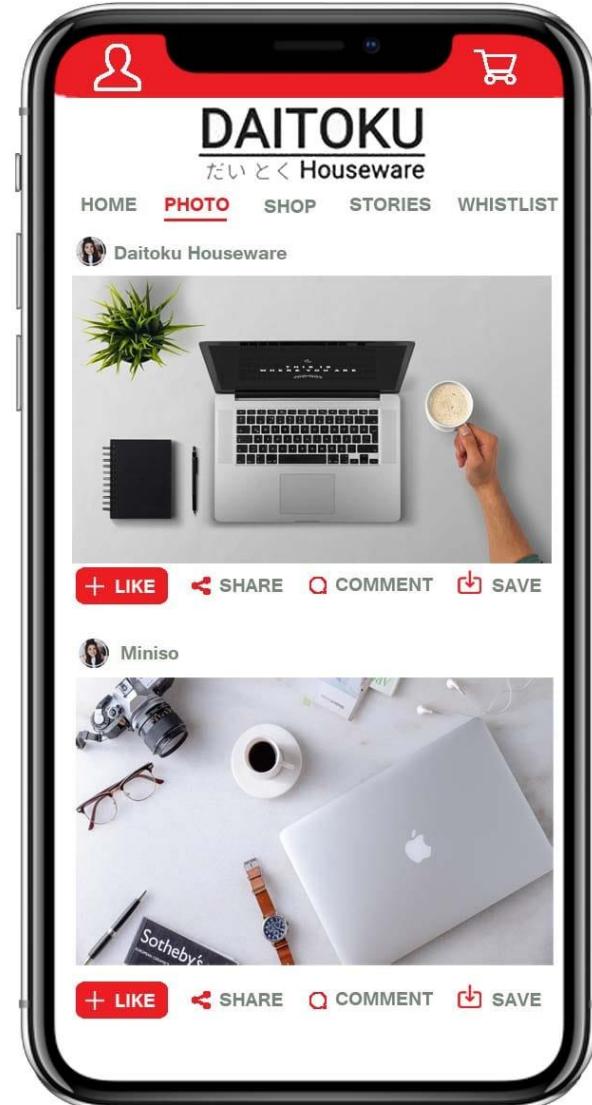
# TAG

- This is one of our unique feature, vendors or users can post unique photos and TAG on the products they want to sell.
- Users are allowed to post picture or re-post & TAG vendors' products. By the time customers/other users purchase the products from picture that user posted, user get a commission from the customers/other users purchase.



# Team

- IT/ Engineer
- Graphic Design
- Photography
- Vendor Dealing
- Marketing
- Concept Photo Approval
- Customer Service
- Operational
- Accounting
- Audit
- HRD



categories		
Snack	Garden	Baby
Beverage	Furniture	Bathroom
Milk&Coffee	Festival	Beauty
Seasoning& Sauces	Fashion Acc	Cleaning
Baking Mix	Health Acc	Electronic
Wine	Home Décor	Auto
Noddle	Household	Party
Can Food	Kitchenware	Crockery
Organic	Ladies Acc	Phone Acc
Fresh & Produce	Laundry	HandTools
Frozen Food	Cosmetic	Glassware
Sanitary	Pets	Gift&Craft
Sport	Shoes Acc	Stationery
Jewelry	Storage	Tableware
Watches	Toys	Leather
Fragrances	Belts	Textile
Shoes	Wallet	Bags
Scarves	Ties	Hat
Consumer Electronic		Eyeglasses

# Mission & Vision

- Mission : To provide unique, stylish, & inspiration online shopping & social media experience
- Vision : To be the most enjoyable market place & positive social media experience internationally
- Goal : Leader of Indonesia E-Commerce/market place in terms of market share & go international

# Market

- Initial target: Indonesia (262Million Population)
- Founder base in Indonesia
- Fastest Growing Market
- Big Startup like Gojek has over 2 Million transaction daily & over 10 million active users monthly & still continue to grow
- Latest President focus on Infrastructure development, thus, makes all the users around Indonesia is much more easier to reach
- Rapid growth of Indonesia E-Commerce user (over 130 million internet user & 106 million Social Media user)
- Base on one of the largest marketplace in Indonesia, they have already had 4 million vendor & over 70 million users monthly

# How does our apps make money in the long run?

1. Commission based of every products that sell in the apps
2. Advertising & listing fee of every new items
3. Valuation

Note: All the above may change according to market situation

# How do we get users? What is the early stage strategy?

- Artist, Celebgram, Blogger, Social influencer & whoever with the highest follower on the instagram & facebook in Indonesia, posting in our their social media & our apps create a stories behind everything they posted.
- May also Collaborate with public relation company for launching event and etc to create the hype
- By doing so, their followers may all check on our apps & may try to post things & tag products due to the new experience that our apps create from the social media & the way of shopping on it.
- The next phase is using the regular traditional marketing media: radio, TV, news etc to gain the users trust in our apps reliability in the shopping.
- Initially we may work with offline retail as our vendor to ensure our customer does not question the product reliability
- Innital Vendor will be founder offline store

# Innitial Vendors/Sellers that own by Founder & Partners

- Smarco Superstore (with over 50,000 sku local & import items. Offline supermarket with the most complete import items Indonesia)
- Daitoku Houseware (household products, 2018 opening total 3 stores, 2019 target total 14 stores)
- Mulia Abadi Electronic (one of the largest electronic online seller in LAZADA)
- Sir Essential (Hair products)
- Red & White (have over 40 outlets around Indonesia for wine & liquor stores)
- Rumputku (synthetic grass for decoration & flooring)
- Mix & Max (fashion outlet that sells branded items)
- Pokana Pants (one of the highest sales for baby diapers in Online in Indonesia)
- D'shop (Consumer Electronics)
- SixStreets (Fashion outlet that sells branded items for Men)



# SWOT

- Strength
  - Interactive Concept of Selling Products
  - Grab Market attention through the inspiration photo & stories
  - Taking Picture become a part of our daily activity
  - Earn Money & sell products without having to store any stock or renting space, just take a picture & Tag
  - Attract users by publicity of the existing user as it is designed to look like a social media apps, instead of just for purchasing & selling products.
- Weakness
  - Giant company can copy the idea. Need to go fast, thus, need a great sums of investment.
- Opportunity
  - Great idea but must act fast
  - Huge potential Market
  - Another different level of experience for online shopping
- Threat
  - Giant marketplace & social media company with big investors backing up rapidly grow & expand

# Initial Investment (round 1)

- Apps Development USD160,000
- Operating Expenses for the 1<sup>st</sup> year: USD340,000
- Marketing Funds:
  - Artists : USD500,000
  - Bloggers : USD150,000
  - Celebgram : USD100,000
  - Advertising : USD500,000
  - PR cost : USD500,000
  - Launching Event : USD200,000
  - Other marketing/branding : USD50,000
- Miscellaneous costs : USD200,000
- Total : USD 2,7 Million

# Target

- IPO after 5 years
- Target: over 100 million apps users within 5 years (for shop or social media)
- Over 20 millions items sold in Apps
- Over 1.5 billion page viewers per month
- Over 10 million Apps Download
- Over USD 100 million revenue

# **SMARCO GROUP**

Albertson Kho portfolio since 2011

# **SMARCO GROUP**

**PT SEJAHTERA INDO PERKASA**  
IMPORT & EXPORT DIVISION

**PT SARINDO MAKMUR SEJAHTERA**  
IMPORT LIQUOR DIVISION

**PT SINAR MAKMUR SEMESTA**  
BEVERAGE & LIQUOR DISTRIBUTOR

**PT SINAR IKA INDAH PERKASA**  
PAPER & STATIONERY DISTRIBUTOR

**PD ASLI**  
HOTEL RESTAURANT & CAFÉ  
DISTRIBUTOR

**PT MALINDO UTAMA SEMESTA**  
PROPERTY DIVISION  
(SHOPPING MALL & WAREHOUSE)

**PT SMARCO MANDIRI SUKSES**  
HYPERMARKET & ONLINE DIVISION

**PT DAITOKU ABADI SEJAHTERA**  
HOUSEWARE RETAIL DIVISION

**CV MUTI INDOFOOD LESTARI**  
CONSUMER GOODS DISTRIBUTOR

**PT DWIMITRA SUKSES PERKASA**  
LIQUOR BEVERAGE DISTRIBUTOR

# Corporate Commitment

## Corporate Culture

- *Growing in every second*
- *Never say “NO” & “CAN’T”, be A CHALLENGER*
- *Self-Motivation & Targeting; understand you own Objective*
- *Grow together & together we become the best of the best*
- *Be Logic, Stop Argue & Listen*
- *Never surrender without taking action, GET THE DEAL*
- *High Efficiency & High Effectiveness (E2)*

## Our Value

- Complain makes us improve
- Quality Team work for perfect output
- Create excitement in Working Place
- Learning every single day and improve everyday
- ACTION!
- Never Afraid to Make Mistake, just don't do it purposely & never repeat the same mistake!

**IMPORT & DISTRIBUTION & FACTORY**

# **PT SEJAHTERA INDO PERKASA (SIP)**

## **SIP**

- ESTABLISH in 2003
- ADDRESS: Jl Pasar III Tapian Nauli No.47, Medan
- MAIN BUSINESS: IMPORT
- PRODUCT FOCUS:
  - CONSUMER GOODS(example: Golden Valley Dates from Egypt, Delsim Cornflake from Germany, Etc)
  - STATIONERY(OEM)
  - BUILDING MATERIAL
  - HOUSEWARE (OEM)
  - Sugar & Glutinous Rice from Thailand & Vietnam

# **PT SARINDO MAKMUR SEJAHTERA (SMS)**

## **SMS**

- ESTABLISH IN 2008
- ADDRESS: Kokan Permata Block C No 27, Jl Boulevard Bukit Gading Raya, Kelapa Gading, Jakarta Utara
- Main Business: Liquor Import
- Product:
  - Penfold from Australia
  - Wolfblass from Australia
  - McGuigan from Australia
  - Ca da Meo from Italy
  - Mi Terruno from Argentina
  - Pernod Ricard
  - Budweiser Beer
  - Etc from around the globe



# CV Muti Indofood Lestari

- Factory division
- Produce Snacks potato & corn base
- Brand: Unidos
- Total Employees: 50



## **Distribution Division:**

**CV MUTI INDOFOOD LESTARI**  
**PT SINAR IKA INDAH PERKASA**  
**PT SINAR MAKMUR SEMESTA**  
**PT DWIMITRA SUKSES PERKASA**  
**PD ASLI**



# **Business Information**



- **Company Name**

**CV MUTI INDOFOOD LESTARI (MIL)**

**PT SINAR IKA INDAH PERKASA (SIP)**

**PT SINAR MAKMUR SEMESTA (SMS)**

**PT DWIMITRA SUKSES PERKASA (DSP)**

**PD ASLI (PDS)**

- **Address**

**MIL:**

**BRANCH 1: Jl Gg Buntu No 24, Medan**

**BRANCH 2: Jl. Ragi Pane no. 13 Pematang Siantar Simalungun**

**SIP: Jl Perwira II, No.145A, Medan**

**SMS: Jl Cemara Boulevard No.38JJ, Medan**

**DSP: Pluit Junction, Jakarta & BALI**

**PDS: Jl Muara Takus No 217B**

- **Telephone/Fax**

**Tel : +626180025817/18                  0622 - 7552217**

**Fax : +626180025819                  0622 – 7552217**

- **Email: albertson.sms@gmail.com**

# **Background**

We are professional distribution enterprise. Our commitment is continually upgrade our distribution services to our customers. With a collective experience over twenty years in distribution field, We are confident with its ability to perform quality distribution service.c

## **Mission**

Improve the society's standard of living by offering varianties of quality products.

## **Vision**

We are eager to grow, innovate and develop into a multinational distribution company. In order to survive and prevail in the current challenging and evolving market, we are looking for the opportunity to cooperate with local as well as International's manufacturers to improve the quality product brand image and continually improve our distribution channel.

**Motto Professional & Perfectionist**

# Quick Facts

## Infrastructure

<b>Sales Team :</b>	MIL&PDS      25 Medan 7 P.Siantar & OTHER SUMATERA SIP              7 SMS              3 DSP              15
<b>Total Employees :</b>	MIL 80 SIP 65 SMS 15 DSP 75 PDS 25
<b>WAREHOUSE :</b>	MIL 2 WAREHOUSE: 2850 SQM & 1800 SQM PDS 2 WAREHOUSE: 1300 SQM & 500 SQM SIP 4500 SQM SMS 500 SQM DSP JAKARTA 2 WAREHOUSE 500 SQM & 1500 SQM DSP BALI 500 SQM
<b>Centre Depo/SubDist</b>	MIL & PDS MEDAN & SUMATERA BY SUB-DIST : SIP MEDAN SMS MEDAN DSP JAKARTA & BALI & KALIMANTAN BY SUB-DIST
<b>Fleets :</b>	MIL 11 TRUCKS 4 Motor Cycle Box SIP 25 TRUCKS PDS 10 MINI-VANS SMS 4 TRUCKS DSP 20 TRUCK&MINI-VANS
<b>COVERAGE :</b>	GENERAL TRADE, MODERN TRADE OFF & ON CHANNEL, NATIONAL CHAIN MODERN TRADE, HOTEL RESTAURANT CAFÉ

# **PARTNER PRINCIPLE & PRODUCTS**

## **MIL &PDS**

- DUA KELINCI
- TATA GLOBAL SENTOSA (POKANA)
- KINO INDONESIA (PERSONAL CARE)
- YOKE FOOD INDUSTRIES (F&N & DAY DAY MALAYSIA)
- PANDURASA KHARISMA (OVOMALTINE & LINDTS)
- SINGA MAS INDONESIA (FIESTA GROUP)
- SCA HYGIENE INDONESIA (DYRPERS)
- HEONZ ROYAL (SAMYANG KOREA)
- PT. J.I.E GLOBAL PRATAMA
- BELFOODS INDONESIA (FROZEN FOOD)
- MUSTIKA RATU (COSMETIC)
- NIRAMAS UTAMA
- MSG (SINOLIN COOKING OIL)
- SOHO INDUSTRI FARMASI (PHARMACY)
- UNIDOS
- GOLDEN VALLEY BY ORIENT GROUP EGYPT
- WURZENER GERMANY
- KOLLVIT GERMAN
- INFINITY RESOURCE MALAYSIA
- HEALTH WORKZ SINGAPORE
- SELLERS UNION CHINA

## **SIP**

- SINARMAS PULP & PAPER  
PT KHARISMA  
PREJET

## **DSP**

- AVL GROUP  
AB INBEV  
PERNOD RICARD  
CA DA MEO  
MI TERRUNO  
GIRONDE FRANCE  
NOEL  
WINGGLEN PTE LTD  
ALL ITEMS FROM PT SARINDO

## **SMS**

- CORONA BEER  
HOEGARDEN  
SABABAY WINE  
SOJU JINRO  
PLAGA  
GOLD MOUNT  
(ALL PT SARINDO PRODUCTS)





## New Warehouse



3.880

M



# Our Customer Base

- General Trade : 12,419
- Modern Trade : 31,686 outlet

BALIKPAPAN BANDA ACEH BANDAR JAYA BANDAR LAMPUNG  
BANDUNG BANGKA BANGKALAN BANJARMASIN BANYUWANGI  
BATAM BATURAJA BAWEN/SALATIGA BENGKULU BIMA BINJAI  
BOGOR CIANJUR CIBINONG CIKARANG CIKUPA CILACAP CIPUTAT  
CIREBON DAAN MOGOT DENPASAR GEMPOL JAMBI JEMBER JEPARA  
KEBUMEN KEDIRI KENDAL KENDARI CITY KISARAN KLUNGKUNG  
KOTABUMI KUDUS MADIUN MAGELANG MAKASSAR CITY MAKASSAR  
OUTER MALANG UTARA MATARAM MEDAN SELATAN MEDAN UTARA  
MINAS MOJOKERTO PADANG PALEMBANG PAMEKASAN PANGKALAN  
KERINCI PEKALONGAN PEKANBARU PEMATANG Siantar PONOROGO  
PONTIANAK PROBOLINGGO PULOGADUNG PURWAKARTA  
PURWOKERTO RANTAU PRAPAT REMBANG RENGAT SAMARINDA  
SEMARANG BARAT SERANG SIER SINGARAJA SOLO INDUK SOLO  
TIMUR SUMBAWA SUMENEP TANDES TASIKMALAYA TEGAL TELUK  
KUANTAN TUBAN TULUNGAGUNG UJUNG BATU WR BUNCIT  
YOGYAKARTA JAKARTA

# **RETAIL & PROPERTY**

# DAITOKU HOUSEWARE

- Japanese style houseware with one price tag of IDR29,900
- Introduce Unique and Stylish houseware
- Latest Model worldwide favorite houseware
- Introduce Tokyo Favorite as a specialty section that provide multiple varieties of stylish items with varieties price tag
- Concept Store with size of around 150 – 550 sqm
- TOTAL OUTLETS : 3



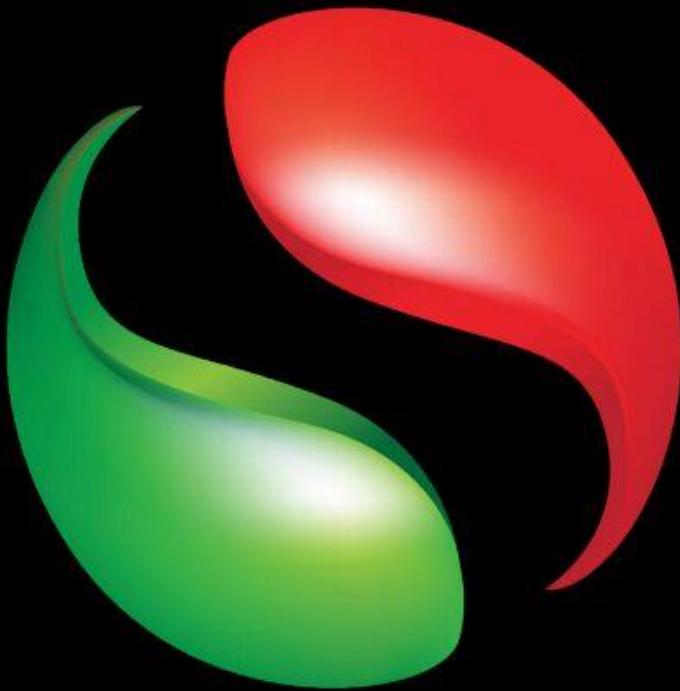
# DAITOKU HOUSEWARE

- Product focus

Automotive	Baby	Bathroom	Beauty	Cleaning	Electronic	Party	Crockery
Phone Acc	Hand Tools	Glassware	Gift & Craft	Garden	Furniture	Festival	Fashion Acc
Health Acc	Home Decor	Household	Kitchen ware	Ladies Acc	Laundry Equipment	Cosmetic Acc	Personal Hygiene
Pets	Shoes Acc	Stationery	Storage	Tableware	Toys	Leather	Textile

- Mission : To provide unique & stylish products with best value while customers enjoying outstanding shopping experience in the store
- Vision : To be the most enjoyable store & must visit store in every place that Daitoku have expanded
- Goal: To be most wanted & favorite retail in every places in the world





**SMARCO**

SUPERSTORE

# Smarco Superstore

- Modern Lifestyle Compact Hypermarket
- Focus on warm & enjoyable grocery shopping experience
- Provide worldwide assortments with the most competitive price in the market
- Consistency of great value for High Quality
- Customer Oriented Store
- Think Global act local Store
- Concept Store with size of around 2500 – 4550 sqm
- TOTAL OUTLETS : 4



# Smarco Superstore

- Product focus

Dry Grocery	Baking Mix, Seasoning & Sauce	Personal Care & Cosmetic	Beauty	Cleaning	Electronic	Party	Crockery
Fresh	Dairy	Glassware	Gift & Craft	Garden	Furniture	Festival	Fashion Acc
Produce	Frozen Food	Household	Kitchen ware	Ladies Acc	Laundry Equipment	Cosmetic Acc	Personal Hygiene
Beverage	Vegetarian & Organic	Stationery	Baby	Tableware	Toys	Leather	Textile

- Mission : To present in-store outstanding shopping experience by providing great service, huge products assortment from around the globe in great value & high quality
- Vision : To Improve Standard of Living by providing reasonable price & high quality products
- Goal : To be one of the Most Wanted store in Everyplaces
- Motto : Belanja Mewah, harga terjangkau dengan mutu kualitas terjamin



# Smarco Commitment

- Smart Quality:
  - Quality Control & Sorting
  - Display Control
  - Focus on improving Society Standard
- Smart Service:
  - Fast respond for all Customer needs
  - Unique Service Program
  - Staff Commitment for Customer Great Shopping Experience
- Smart Price:
  - We ensure to be best price in town compare to competitor supermarket
  - Ensuring the right discount program according to the market demand





Sumber  
Aju

Sumber  
Aju

 **SMARCO**  
SUPERSTORE

CENTER



Carrots

improved vision  
cancer prevention, anti-aging  
healthy glowing skin  
healthy teeth & gums  
prevents stroke



The Smart Choice for The Smart Community

Smart  
Price

Smart  
Quality  
Delightful Taste

Fresh from Far

Smart  
Price

Smart  
Quality  
LICCO

# Smarco Superstore







PT. MALINDO UTAMA SEMESTA

Jl. Ringroad / Gagak Hitam No 28 Medan  
Telp: 061-8449395 Fax: 061-8453399



[www.ringroadcitywalks.com](http://www.ringroadcitywalks.com)



Ringroad City Walks



@CityWalksMDN



citywalks

# About us

## (Tentang Kami)



Total Area	Rentable Area	: 18.628,5 sqm
Total Occupancy	Area	: 46.000 sqm
		: 100%

**TOTAL EMPLOYEES: 150 PEOPLE**

**SLOGAN: DISCOVER THE DIFFERENCES**

**MISSION: TO PROVIDE THE MOST SPECTACULAR EXPERIENCE FOR OUR VISITORS**

**VISION: TO BE THE MOST WANTED SHOPPING MALL OF ALL TIME**

# Mall Traffic



# Events & Activities

## New Year Celebration



**PT. MALINDO UTAMA SEMESTA**  
Jl. Ringroad / Gagak Hitam No 28 Medan  
Telp: 061-8449395 Fax: 061-8453399



[www.ringroadcitywalks.com](http://www.ringroadcitywalks.com)



Ringroad City Walks



@CityWalksMDN



citywalks

Thank You