

Executive Summary

Setiya Logistics offers B2B refrigerated logistics/transport service throughout Java, Bali, and Lampung islands of Indonesia. The business will provide high-quality refrigerated transport service that focuses on fast response, high unit availability, on-temperature & on-time delivery, for a competitive price for such service quality.

Our clients include the food processing factories, international import-export companies, wholesalers / retailers, and existing logistics partners that need refrigerated logistics service on a long term contract or ad-hoc, short term basis. Our services also include consulting service, as well as logistics management service, if requested by clients. Our service will be available 24x7, and deliveries can be made any day, day or night, for both inner city and out-of-town deliveries.

The increasing, stable growth of food production that require refrigerated transport, (such as meat, fruits, vegetables, drinks, dairies, confectionaries), in Java, Bali, and Lampung islands for the past 5 years have led to large growth of the refrigerated transport industry. Marketing research has shown that 70% of food processing factories still does their deliveries in-house, and as such they are a big potential market for us. Finally, the growth of demand vs. supply for the refrigerated transport services is still a huge gap at a ratio of 5:2.

Amongst all refrigerated logistics service providers, there are 3 notable national logistics companies that deserve our close attention, because these companies own sufficient capitals to potentially fulfill the existing market demand, and may attempt to match the high-quality service offered by Setiya Logistics.

Setiya Logistics marketing strategy focuses on better service quality while matching pricing with competing service providers (High Value Pricing). Our focus is to secure profitable long-term contracts as fast and as much as possible, in order to aggressively gain market share, while making sure that the client terms of payment is fulfilled on time.

The refrigerated logistics service is backed up by trained staff members that coordinate schedules, drivers, administration, service and customer care. Fast response is required to receive and solve any problems occurring on field. Externally, Setiya Logistics will partner with truck servicing & maintenance workshop network, as well as police network, in order to solve any incidents / problems faster. The use of integrated IT technologies will also serve to enable fast response by Setiya Logistics throughout the whole problem-solving, incident-handling, and customer complaint process chains.

Managerial activities will be handled by Director, Marketing Manager, IT manager, Finance Manager, and HR, Legal, GA & Recruitment Manager. These are the core management staff that will be recruited during company setup, which will be given the responsibility to run the company.

Based on calculated market size and market share target, our first year revenue is projected to be Rp 6.500.000.000,-. Owners will provide a total initial investment of Rp 1.000.000.000,- for initial operational working capital. The total value of *expected shareholder value* is Rp 44.426.730.205,-, with an IRR value of 48.56%. Investors will get their capital back after 5.06 years on a most-likely scenario.

With plans to grow our client base aggressively through direct sales, trade shows, and 24-hours call centre and website services, we are optimistic that we can offer high-quality refrigerated logistics solution with reasonable price that can help contribute to the Indonesia economic welfare through being number 1 in the Refrigerated Transport Industry, and by ensuring that food is transported at the correct temperature and on time, we hope to help the food supply businesses in ensuring their products are marketable and contribute more to the economic well-being of the food supply industries and the general public as a whole.

