



F-Plat Indonesia

COMPANY PROFILE
2023

What We Do



Fortuna Platina Indonesia

Market Survey

Digital Marketing

Social Media Traffic Support

Product/Service Social Media Promotion

Homepage Creation/Web Design

Online Shop Creation & First Promo Setup



Fortuna Platina Trading

One Stop Importation Services



Fortuna Platina Commerce

Integrated B2C Market Solution

Overview

Welcome to PT. Fortuna Platina Indonesia – Your Gateway to Success in the Indonesian Market!

At PT. Fortuna Platina Indonesia, we are more than just a company; we are your strategic partner in expanding your brand into the Indonesian market. Established with a vision to bridge the gap between overseas companies and the diverse Indonesian consumer base, we specialize in a comprehensive suite of services tailored to ensure your brand's seamless entry and flourishing presence.

Our Services Include:

1. Market Survey:

Gain valuable insights into the Indonesian market landscape through our meticulous market surveys. We provide detailed analyses to guide your strategic decisions and optimize your market entry approach.

2. Digital Marketing:

Elevate your brand's digital presence with our expert digital marketing strategies. From search engine optimization to targeted online campaigns, we ensure your brand resonates effectively with the Indonesian audience.

3. Social Media Traffic Support:

Leverage the power of social media with our dedicated support services. We not only enhance your social media visibility but also drive meaningful engagement to boost your brand's popularity.

4. Product/Service Social Media Promotion:

Let us craft compelling narratives for your products and services, creating a buzz on social media platforms that captivates the Indonesian market.

5. Homepage Creation/Web Design:

Make a lasting first impression with a visually appealing and user-friendly website. Our expert web design team ensures your online presence reflects the essence of your brand.

6. Online Shop Creation & First Promo Setup:

Seamlessly transition into e-commerce with our customized online shop creation services. We handle everything from setup to the first promotional campaigns, ensuring a successful launch in the Indonesian online market.

Why Choose PT. Fortuna Platina Indonesia:

We take pride in being your end-to-end solution provider, guiding you from market entry assessments to local promotional activities. Our team of dedicated professionals is committed to making your venture into the Indonesian market a triumph.

Join hands with PT. Fortuna Platina Indonesia and unlock unparalleled opportunities for growth and success in the vibrant Indonesian business landscape. Your success is our mission!

Export-Import Services

PT Fortuna Platina Indonesia also engages in trading business activities for everyday products such as cosmetics, various household goods (including household chemicals), other Food and Beverages, pharmaceutical products, Medicines and Food, as well as Health Supplements and Medicines.v

1. Market Survey

Brand/Product Development Research

- Insight new project/produk
- Estimation for customer demand (Price, current trends, etc)
- Swot Analysis (Customer POV)
- Etc

Customer Satisfaction & Loyalty Research

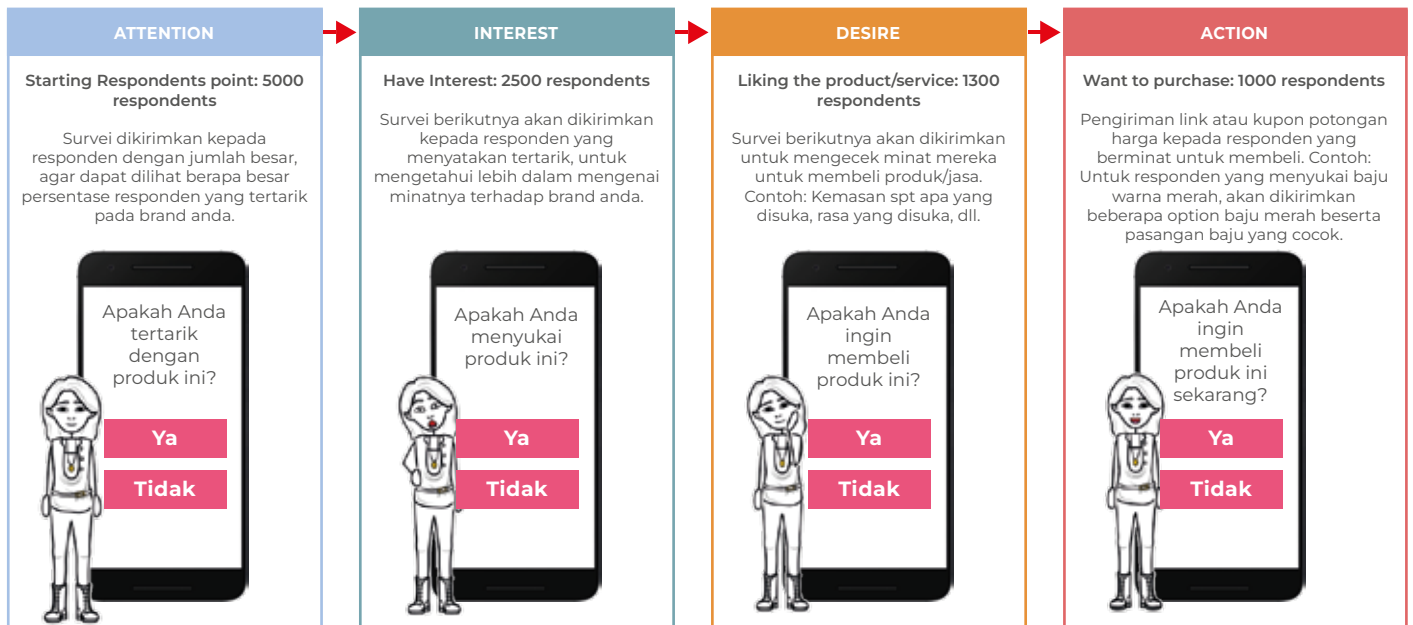
- Customer Satisfaction
- Customer Loyalty
- Brand Switch Analysis
- Etc

Product & Brand Evaluation Research

- Brand Awareness
- Market Share Mapping
- Brand Competition Mapping
- Etc

We provide market surveys through both traditional methods and our flagship survey app, Licorice. Surveys can be effortlessly conducted using the Licorice Indonesia app, available on Android and iPhone platforms, boasting a user base of over 1,000,000 individuals across Indonesia. Clients have the flexibility to select specific specifications aligning with the target market for their business.

Simulation



2. Digital Marketing Services

E-Commerce Traffic Support By Licorice



It is a business promotion service that guides Licorice Indonesia users to visit your online business page to increase traffic and enhance the opportunity for a general increase in total sales. The total user base of Licorice Indonesia is **more than 1,000,000 users spread across Indonesia**. Minimum processing time is 5 working days, and the maximum time depends on the total number of users being directed.

General Product/Service Social Media Promotion



General Product/Service Social Media Promotion is a digital advertising management service conducted through social media platforms such as Facebook and/or Instagram.

Advantages:

- **Simple Social Media Content (Max 8 Posts per Month) + 2 Stories:**
We provide uncomplicated yet engaging social media content, with a maximum of 8 posts per month and 2 story updates.
- **Creation of Advertising Banners According to Social Media Advertising Standards:**
Our service includes the development of advertising banners that adhere to the standards of the social media platforms used.
- **Target Audience Configuration According to Client's Desired Market:**
We tailor the advertising campaign by configuring the target audience to align with the client's desired market.
- **One-time Revision:**
We offer one revision to ensure the content meets your expectations.
- **Reporting on Advertising Activities:**
Receive comprehensive reports detailing the results of the advertising campaign, providing valuable insights.

Social Media Management Options Available for an Extra Fee! Includes:

General Product/Service Social Media Promotion is a digital advertising management service conducted through social media platforms such as Facebook and/or Instagram.

- **Daily Response to Comments/DMs:**
We actively engage with your audience by responding to comments and direct messages on a daily basis.
- **Monthly Report on Advertising Activities, Social Media Branding, and Business Insights Based on Follower Input:**
Our extended service includes a detailed report covering advertising activities, social media branding, and business insights derived from follower input – all geared toward the progress of your business.

Homepage Creation

Our homepage creation service offers the development of a website tailored to enhance your business branding. Before initiating the creation process, our staff interviews with you to establish the fundamental theme of the website, ensuring it aligns with your preferences.

Advantages:

- **Flexible Website Development:**
We create websites that are flexible and cater to your specific needs.
- **Can Serve as Your Company's Online Portfolio:**
The website can function as an online portfolio for your company, showcasing your products or services.
- **Includes Domain Registration for 1 Year:**
The cost covers the acquisition of a dedicated domain for your business for 1 year, renewable annually.
- **Option Available for Dashboard Addition:**
An additional option is available for the inclusion of a dashboard, enabling you to make content changes independently.



Our goal is to provide you with a dynamic and user-friendly website that not only meets but exceeds your expectations, serving as a powerful tool for your business branding.

Online Shop Creation + First Promo Setup



It is a service for creating an online store through your choice of platforms such as Tokopedia, Shopee, Lazada, or your preferred E-commerce platform. This package includes online store advertising through Licorice Indonesia. Your online store will be visited by 5000 Licorice Indonesia users, aiding in promotional activities and increasing sales potential.

Services include:

- Registration and setup of the online store.
- Creation of online store banners.
- Initial product stocking (up to 20 types of products).
- 5000 Licorice Indonesia users will be directed to visit your online business page.
- You can advertise your business to a minimum of 5000 of our users.
- Surveys through Licorice Indonesia related to your business (up to 3 questions).
- Report containing user opinions regarding your questions, valuable for the progress of your business.

Fortuna Platina Trading

Connecting People's Needs Around the World



We aspire to be a company that caters to the needs of the Indonesian market. PT. Fortuna Platina Trading is a company engaged in trading and digital sales platforms. Our company's activities focus on wholesale trading of everyday necessities, such as clothing, household equipment and furniture, jewelry and watches, footwear, and more.

Our philosophy is to provide the daily needs of Indonesia with the highest quality available, supporting the improvement of the quality of life for the community.

Our Services

1. Wholesale Trade in Cosmetics (through PT Fortuna Platina Indonesia)
2. Wholesale Trade in Pharmaceuticals and Supplements (through PT Fortuna Platina Indonesia)
3. Wholesale Trade in Food and Beverages (through PT Fortuna Platina Indonesia)
4. Wholesale Trade in Clothing/Apparel
5. Wholesale Trade in Footwear (Including Socks)
6. Wholesale Trade in Household Supplies (Furniture, Electronics, Tableware, etc.)
7. Wholesale Trade in Computer Sales
8. Wholesale Trade in Stationery and Art Supplies
9. Wholesale Trade in Musical Instruments
10. Wholesale Trade in Children's Toys
11. Wholesale Trade in Jewelry and Watches
12. Trade on a Commission Basis
13. Electronic Sales Platform

Fortuna Platina Commerce

Providing Daily Needs at an Affordable Price



PT. Fortuna Platina Commerce is a company engaged in the retail trading business for everyday needs, both through e-commerce and department stores. The products we handle typically include daily necessities, clothing/apparel, cosmetics, skincare, household equipment and furniture, jewelry and watches, footwear, and more.

Our vision is to connect the Indonesian market with high-quality curated foreign products, enabling the people of Indonesia to enhance their quality of life.

Our Services

1. Retail Trade of Eyeglasses
2. Retail Trade of Watches
3. Retail Trade of Clothing/Apparel
4. Retail Trade of Jewelry
5. Retail Trade of Plastic Wrappings
6. Retail Trade of Footwear
7. Retail Trade of Clothing Accessories
8. Electronic Sales Platform (via the internet/e-commerce)
9. Retail Trade of Cosmetics for Humans
10. Retail Trade of Various Goods in Supermarkets
11. Retail Trade of Various Goods outside Supermarkets
12. Retail Trade through Media for Various Goods
13. Retail Trade of Motor Vehicle Accessories

Our Clients

Overseas Clients



The biggest Virtual Youtuber agency in Japan
(Exclusive Merchandise Agent & Online Distributor)



Japan's oldest proportion undergarment brand
(Exclusive Brand Agent & Distributor)



Swiss-made watch
(Indonesia Brand Agent & Online Distributor)



Earrings especially made by France Jewelry Designer
(Indonesia Brand Agent & Online Distributor)

Local Clients



Licorice



Join Licorice Indonesia now and get points for Tokopedia and other marketplaces giftcards!

Licorice is a smartphone application that we use for our services to help you improve your business for promotion, market survey for insights, product development, and problem solving.



Digital Promotion

Market Survey & Content Gathering

Targeted Market Acquisition

Brand Awareness & Campaign Publication



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