



F-Plat Indonesia

COMPANY PROFILE
2024

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

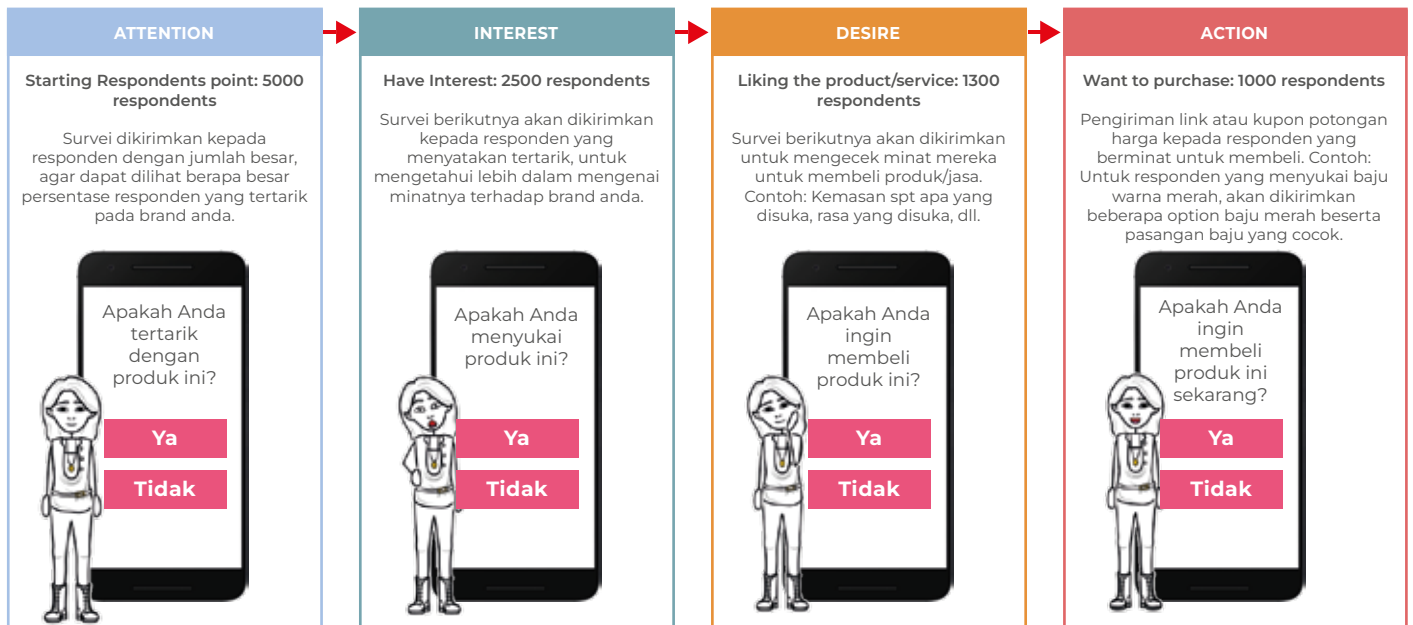
- Customer Satisfaction
- Customer Loyalty
- Brand Switch Analysis
- Etc

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
(Exclusive Merchandise Agent & Online Distributor)



Japan's Award-Winning Hair Growth Brand
(Exclusive Brand Agent & Distributor)



Japanese media conglomerate
(Indonesia Brand Agent & Online Distributor)



Japan's leading Human Resources company
(Indonesia Brand Agent & Social Media Manager)



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



Japanese natural skin care
(Indonesia Brand Agent & Online Distributor)



Swiss made watch
(Indonesia Brand Agent & Online Distributor)



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

Local Clients



Portofolio (Interview with Past Clients)

TLW Projects (Tour and Travel Company)



Sarah P. Giani (Owner)

Apa yang membuat Anda menggunakan jasa kami untuk melakukan survei?

Kami adalah bisnis tur privat di Indonesia yang saat ini fokus pada destinasi Korea Selatan. Saat ini bisnis kami sudah berjalan baik, dan kami ingin ekspansi destinasi kami ke negara lainnya. Kami adalah bisnis kecil, maka kami harus ekspansi destinasi secara perlahan. Kami memutuskan untuk menggunakan jasa F-Plat Indonesia karena mereka menggunakan aplikasi sebagai medium survei dan promosi, dan saya pikir itu sangatlah menarik. Harga yang ditawarkan juga bersahabat, maka saya memutuskan untuk mencoba menggunakan jasanya.

Apa pendapat Anda mengenai pelayanan kami?

Klien kami kebanyakan adalah orang berumur di atas 18 tahun dan memiliki pendapatan di atas 5 juta rupiah. Kami meminta F-Plat Indonesia apakah bisa mengirimkan survei hanya kepada segmen tersebut, dan ternyata tidak ada masalah. Lalu, saat ini bisnis kami menggunakan Instagram sebagai tempat promosi utama kami, dan F-Plat Indonesia juga membantu kami dalam mempromosikan media sosial kami. Mereka bahkan juga memberikan lapotan mengenai aktifitas promosi media sosial kami.

Apa pendapat Anda mengenai laporan yang diberikan?

Laporannya bagus dan mudah untuk dimengerti. Saya menyukai bagian kesimpulan, di mana F-Plat Indonesia memberikan kami masukan dan insight. Grafiknya mudah dibaca dan penjelasannya sangat baik. Saya menyadari bahwa survei pasar sedikit berbeda dari perusahaan riset biasa. Survei dari F-Plat Indonesia lebih seperti laporan umpan balik, dan kami merasa seperti telah melakukan interview mendalam dengan setiap responden.

Apa pendapat Anda mengenai staf kami?

Pak Arli sangat bersahabat dan mudah untuk diajak berbicara. Sesi diskusi dangat membantu dan memberikan banyak ide. Saya sangat puas dengan pelayanannya secara keseluruhan.

Apakah ada komentar lain?

Terima kasih banyak untuk laporan yang sangat memberikan wawasan. Saya akan membacanya lagi dan memutuskan negara mana yang akan menjadi destinasi kami berikutnya!

PT Tiga Pilar Sejahtera Food Tbk (FMCG)



Melinda Purnamasari (Marketing Research)

Apa yang membuat anda menggunakan jasa kami dalam melakukan survei?

Saat ini kami terus mengembangkan produk – produk snack yang inovatif yang sesuai dengan market demand. Sehingga kami membutuhkan market insight terkait produk baru yang sudah kami launching atau pun product baru yang akan kami launching.

Apa pendapat anda mengenai pelayanan kami?

Dengan adanya mini survey yang dilakukan, kami bisa mendapat insight mengenai efektifitas distribusi dan program untuk produk baru yang sudah kami luncurkan. Menariknya F-Plat bisa melakukan survey dalam waktu singkat dengan responden yang bisa difilter berdasarkan wilayah dan umur.

Apa pendapat Anda mengenai laporan yang diberikan?

Dengan adanya report dari F-Plat kami bisa mengevaluasi region mana yang masih kurang dalam distribusi produk dan region mana yang distribusinya sudah baik, serta bisa mengevaluasi efektifitas distribusi dan program untuk produk baru yang sudah kami luncurkan.

Apa pendapat Anda mengenai staf kami?

Kami sangat puas dengan pelayanannya. Pak Hadi sangat komunikatif dan membantu memberikan insight terkait jenis survey yang kira-kira kami butuhkan, serta harga yang ditawarkan juga kompetitif.

Apakah ada komentar lain?

Kami sangat puas dengan pelayanan dan tim dari F-Plat. Dengan banyaknya produk baru yang direncanakan untuk diluncurkan dan dibutuhkan market insight untuk produk tersebut ke depannya kami berencana untuk menggunakan F-Plat kembali untuk mengevaluasi program atau mendapat insight market.

PT. Megmilk Snow Brand Indonesia (MEG Cheese)



Apa yang membuat anda menggunakan jasa kami?

Saat ini MEG Cheese sedang melakukan berbagai cara untuk meningkatkan jumlah traffic pada media sosial, dan pada saat itu saya ditawarkan untuk menggunakan jasa PT. Fortuna Platina Indonesia yaitu platform aplikasi Licorice Indonesia untuk menambahkan jumlah followers asli.

Produk apa yang anda gunakan dari PT. Fortuna Platina Indonesia?

Online Traffic Support.

Sudah berapa lama anda menggunakan produk jasa ini?

Sudah satu tahun.

Sejauh ini bagaimana hasil dari produk traffic support tersebut?

Cukup puas, karena terlihat kenaikan pada traffic media sosial, terutama penambahan followers. kalau ditrack dari 5 bulan terakhir, totalnya peningkatan per campaign itu 22,8% atau bisa dibilang per campaign peningkatannya 1141 orang. Semua real user dan penambahan sebesar lebih dari 1000 followers real per bulan dengan harga yang ditawarkan itu sangat membantu untuk kegiatan promosi kami.

Martabak Orins



Apa yang membuat anda menggunakan jasa kami?

Karena kami sedang mencari jasa yang seperti Online Traffic Support yang disediakan oleh PT. Fortuna Platina Indonesia, dan setelah kami diskusikan dengan tim F-Plat, kami merasa cocok dengan jasa ini karena caranya mudah.

Sudah berapa lama anda menggunakan produk jasa ini?

Empat bulan.

Sejauh ini bagaimana hasil dari produk traffic support tersebut?

Sampai saat ini kami puas, bagus untuk memberi support kepada traffic akun media sosial kami sehingga dapat menambah insight marketing yang berguna bagi perkembangan Martabak Orins.

Supporting Local Small Businesses from Many Different Industries

WE HAVE SUPPORTED MORE THAN 100 UKM FROM ALL AROUND INDONESIA WITH TRAFFIC SUPPORT



Our Local Business Clients



Rasio Coffee

Peningkatan jumlah follower: 244 -> 357

Sangat nice untuk tambah followers

Jasa yang bagus sekali untuk usaha yang baru mau berkembang



Twin Mechanical Training Center

Peningkatan jumlah follower: 723 -> 826

Sangat bagus dan membantu meningkatkan followers. Sangat membantu dan dibutuhkan untuk membangun kemajuan pemasaran dan perkembangan perusahaan dalam marketing.



Mantra Komedia

Peningkatan jumlah follower: 20 -> 500

Traffic Support sangat cepat dan efisien, membantu di awal merintis, dan saya berterima kasih karena Traffic Support sangat membantu saya.



Madu Propolis

Peningkatan jumlah follower: 2 -> 105

Traffic Support sangat membantu dan penting, semoga ke depannya semakin diperluas dan diperbanyak usernya.



PT Ajwad (Fashion)

Peningkatan jumlah follower: 118 -> 224

Traffic Support sangat membantu perusahaan kami dan dukungannya sangat penting. Pelayanan cukup bagus dan membantu.



Mutiara Make Up Studio

Peningkatan jumlah follower: 715 -> 769

Traffic Support bagus untuk meningkatkan followers, dukungan seperti traffic support sangat penting dan pelayanan saat ini sudah oke.



Ernolita Scarves

Peningkatan jumlah follower: 596 -> 683

Traffic Support sangat baik untuk meningkatkan followers instagram. Dukungan seperti Traffic Support penting karena adanya media sosial sangat mempengaruhi peningkatan penjualan.



Zameena Quail Farm

Peningkatan jumlah follower: 500 -> 700

Sangat terbantu dengan jasa Traffic Support
Jasa yang bagus dan sangat membantu meningkatkan target marketing online shop.

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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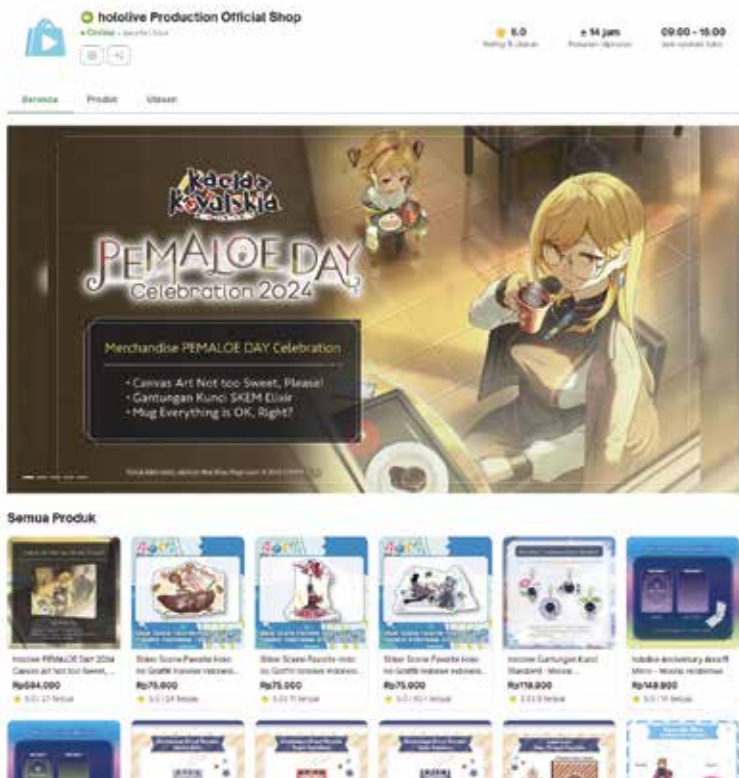
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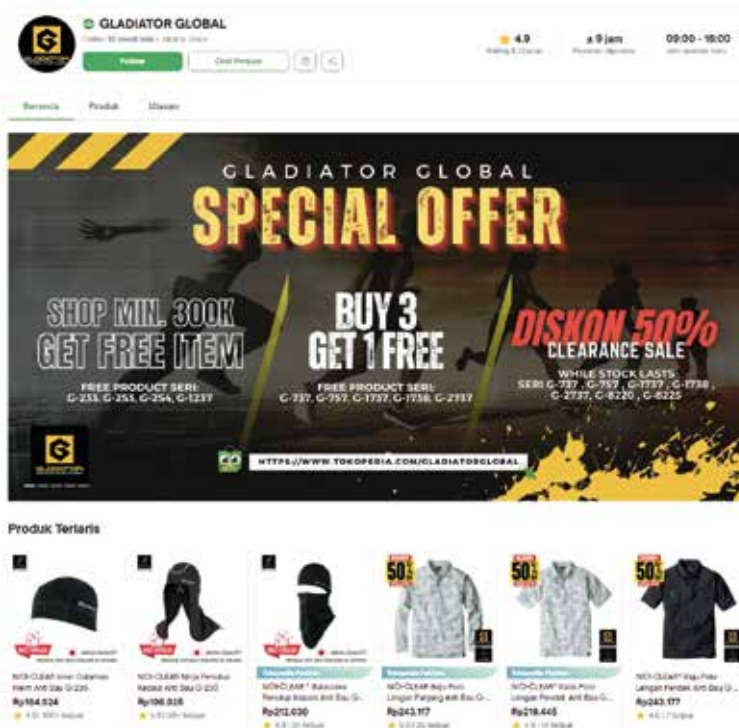
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Email: info@f-plat.id
Website: f-plat.id

E-Commerce Portfolio

Cover Corp.
hololive Production Official Shop



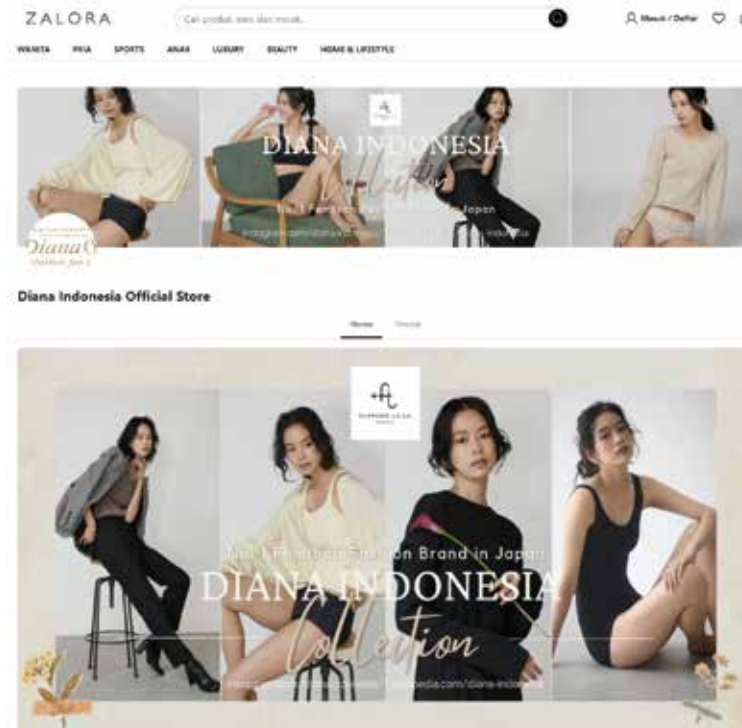
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