



HMI

BFI

**COMPANY
PROFILE**

2021

ABOUT *US*

PT. Harapan Maju Indah and PT. Bis Foods Indonesia is a company engaged in the field of pet food and pet accessories, which was established on January 31, 2001 and is located at Jl Pangeran Jayakarta 30A, Central Jakarta.

This company acts as the main importer and distributor of Best In Show products. Never stop innovating and continue to develop a business that is increasingly growing rapidly, so on February 18 2014 the company responded to market needs by developing a business by establishing PT. BIS Food Indonesia, located at Kp. Cibungis RT. 005 / RW. 006, Klapanunggal Village, Bogor.

Now PT. Harapan Maju Indah & PT. BIS Food Indonesia is a national company with agents and product distribution throughout Indonesia.



OUR *FOUNDER*

Judha Djohari
Managing Director



PEOPLE BEHIND THE SCENE



**OFFICE
TEAM**

HMI

BFI



**WAREHOUSE
TEAM**

VISION

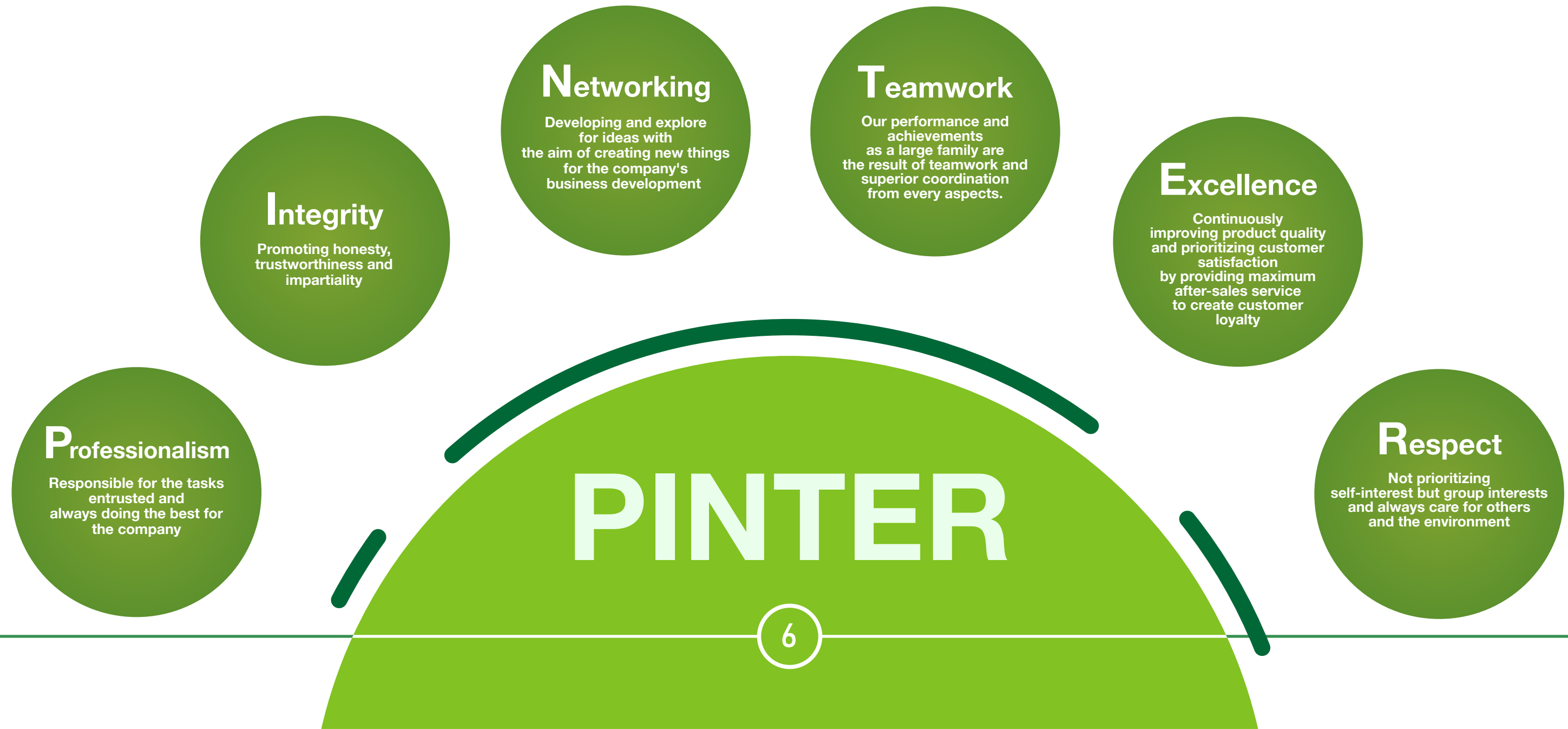
To be the best pet food and accessories company in Indonesia.

MISSION

- Providing high quality pet food and accessories for domestic animals at affordable prices.
- Maintain product quality until ready for distribution and acceptance by consumers.
- Build mutually beneficial cooperation with business partners.
- Improve the performance, creativity and service of our employees so that customer satisfaction is created.

CORPORATE VALUE

PT. Harapan Maju Indah & PT. BIS Food Indonesia has corporate values which consist of 6 important elements as a basis for activities, abbreviated as PINTER, namely:



BEST  SHOW

OUR *PRODUCT*



The brand that is the mainstay of PT. Harapan Maju Indah and PT. BIS Food Indonesia with high quality and affordable prices is the **Best In Show**, while its products include:

DOG FOOD

DRY
FOOD



DOG FOOD

**WET
FOOD**



DOG FOOD

SNACK



DOG FOOD

DRINK

BEST SHOW
goodDOG
SUPER PREMIUM DOG FOOD
MILK - 30GR

BEST SHOW
goodDOG
Milk
FOR DOGS AND PUPPIES
28 VITAMIN & MINERALS
ENRICHED WITH VITAMIN A, D3, E
HEALTHY MILK
30GR
NET WEIGHT

New

The advertisement features a golden retriever in the background. In the foreground, two packages of Good Dog Milk are shown on a wooden surface. One package is upright, showing a golden retriever and a puppy, with text including '30GR NET WEIGHT' and '28 VITAMIN & MINERALS ENRICHED WITH VITAMIN A, D3, E HEALTHY MILK'. The other package is tilted, showing the 'goodDOG Milk' branding and 'FOR DOGS AND PUPPIES'. To the right, a glass bottle of milk and a glass of milk are displayed on a woven placemat with small white flowers. A red circular sticker with the word 'New' is placed near the milk.

BEST  SHOW

CAT *FOOD*



CAT FOOD

DRY FOOD



CAT FOOD

WET
FOOD



CAT FOOD

SNACK



CAT FOOD

DRINK



Super Cat
NEW FORMULA

MILK - 25GR



New

SMALL ANIMALS **FOOD**

MORNING SUN

HAMSTER RABBIT TURTLE



OUR PRODUCT



PET CARE

BEST IN SHOW HAS GROOMING PRODUCTS FOR PETS, INCLUDING:

Best In Show Shampoo, Best In Show Powder, Maxi Cat Sand (cat litter sand), Best In Show Cat Sand (cat litter sand), Morning Sun Hamster Bathing Sand (Sand Hamster).



ACCESSORIES

BEST IN SHOW HAS SEVERAL TYPES OF ACCESSORIES FOR PETS, INCLUDING:

Cosmo Cat, Cosmo Dog, Comb, Bowl, Cage, Scoop, Pet Dryer, Cage, Hair Scissors, Cat Litter Box, Pet Master (bed for dogs) and Chock Chain.



MEDICINE

BEST IN SHOW HAS MEDICINAL PRODUCTS FOR PET HEALTH, INCLUDING:

BIS Gel, BIS Sorbit, BIS Grow, BIS Front, Mectin and Troy

DISTRIBUTION AREA

To achieve the target and meet the market needs, PT. Harapan Maju Indah and PT. BIS Foods Indonesia establishes a marketing network throughout Indonesia by appointing agent representatives in each region.

PT. Harapan Maju Indah and PT. BIS Foods Indonesia also has marketing distribution coverage through:



TRADITIONAL MARKET

Best In Show products have spread throughout Pet Shops in Indonesia, especially in Java, Sumatra, Kalimantan and other large islands. Distribution in this traditional market is 91% of the total Pet Food business of PT. Harapan Maju Indah.



MODERN MARKET

Best In Show products are distributed by almost all supermarkets throughout Indonesia, including: ACE HARDWARE, ADA SWALAYAN BOGOR, ANEKA BUANA, DIAMOND SUPERMARKET, FARMER'S MARKET, GELAEI SUPERMARKET, GRAND LUCKY, KEM CHICK, LOTTEMART, NAGA SWALAYAN, RANCH MARKET, SETIABUDI BANDUNG, SANTA SUPERMARKET, TOKO KEMANGGISAN, HARI-HARI

GROWTH

PT. HARAPAN MAJU INDAH and PT. BIS FOOD INDONESIA continues to increase from year to year, this can be seen from the increasing growth.

GROWTH

TOTAL BUSINESS GROWTH OF PT. HARAPAN MAJU INDAH AS A PET FOOD IMPORTER AND DISTRIBUTION IN INDONESIA VARIES FROM 20%-65% OVER THE PAST 20 YEARS.

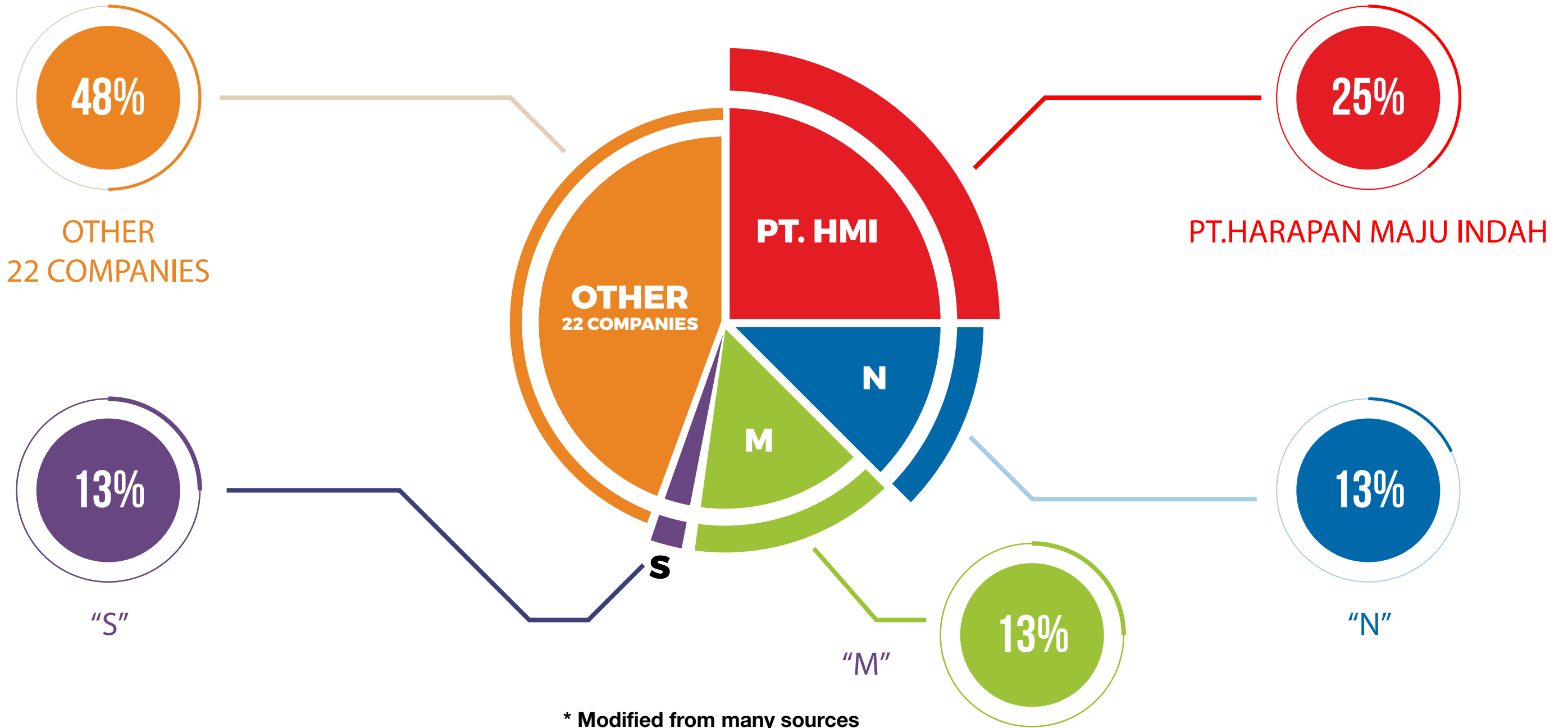
TARGET GROWTH

FOR THE TRADITIONAL MARKET / PET SHOP, PT. HARAPAN MAJU INDAH AND PT. BIS FOOD INDONESIA TARGETS A GROWTH OF 35%
FOR MODERN MARKET, THE COMPANY IS TARGETING A GROWTH OF 50%.

MARKET GROWTH

PT. HARAPAN MAJU INDAH AND PT. BIS FOOD INDONESIA IS THE MARKET LEADER IN THE PET FOOD INDUSTRY IN INDONESIA. THIS CAN BE SEEN IN THE TABLE BELOW WHICH REPRESENTS THE DATA FOR 2011.

IMPORT STATISTICS 2019



MARKETING ACTIVITY

PT. HARAPAN MAJU INDAH CONDUCTS SEVERAL MARKETING ACTIVITIES TO SUPPORT AND INCREASE SALES AND PUBLIC AWARENESS OF OUR PRODUCTS. THESE MARKETING ACTIVITIES INCLUDE:

ABOVE THE LINE (ATL)

- **Online media, do promotions through social media in collaboration with Buzzers and Influencers, make promotions on websites, and advertise on well-known online media.**
- **Outdoor media, doing promotion by installing Videotron LEDs, Billboard, etc**

BELOW THE LINE (BTL)

- **Exhibition, Below The Line promotional activities that are mostly carried out by PT. Harapan Maju Indah is to participate in various exhibitions related to pets, such as PERKIN JAYA, Dog Show, ICA, IIPE, JIPS and other dog and cat events.**
- **In Store Promotion, PT. Harapan Maju Indah always regularly holds promotions in the form of discounts or banded and POS (POINT OF SALES) installations at Pet Shops and Supermarkets that provide our products.**



01

02

WAREHOUSE

PT. HARAPAN MAJU INDAH HAS A
MODERN AND CLEAN
STORAGE WAREHOUSE
WHICH OF COURSE ALREADY MEETS HEALTH
AND SAFETY REQUIREMENTS, WHICH ARE
LOCATED AT:

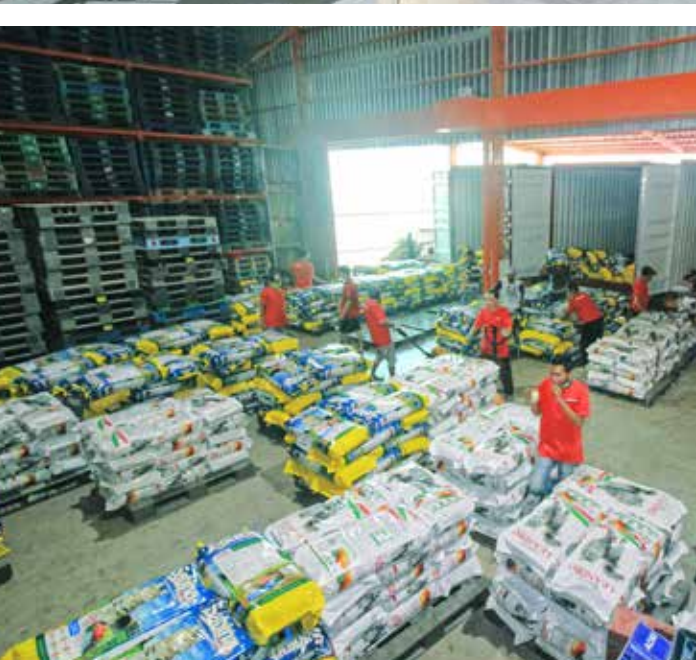


ADDRESS : KP. CIBUGIS RT.005 / RW.006, KLAPANUNGGAL, BOGOR, INDONESIA
WAREHOUSE AREA : 10.000 M²
CAPACITY : 12 CONTAINER, 40 FIT.
RACK SYSTEM : 6 LEVELS WITH 3000 RACK

WAREHOUSE OF PT. HARAPAN MAJU
INDAH IS EQUIPPED WITH
6 FORKLIFT UNITS AND
ADOPTS A FIFO (FIRST IN FIRST OUT)
SYSTEM.



WAREHOUSE





**6 LEVELS
WITH 3000 RACK**



**LOADING
PRODUCT**



**6 FORKLIFT
UNITS**



**6 FORKLIFT
UNITS**



**LOADING
PARKING**