



Alfamart

INDONESIA



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Established in the late 80s, the scale of Alfamart today is impressive. It has more than 17,000 retail stores and 125,000 employees across Indonesia, testament to the growth aspirations of the founder and company President, Pak Djoko Susanto, and leadership from CEO Pak Hans Prawira.

Alfamart has a stable of store brands, including Alfaexpress, their premium c-store network.

The General Manager Alfaexpress is Pak Adrianus Mulyawan.



HOT COFFEE	PRICE
Espresso	10K
Americano, Cafe Latte, Cappuccino	15K
Gula Aren Latte	18K

ICED COFFEE	PRICE
Iced Americano	15K
Iced Cafe Latte, Cappuccino, Gula Aren, Kopi Hitam, Shakok Cheesepresso, Kopi Es Dogar, Kopi Es Teler	18K
Kopi Es Tolak Angin	23K

HERITAGE COFFEE	PRICE
Papua, Sumatra, Toraja, Anek, Bali Tubruk, Escario, Flores Bajaja	18.000



bean! coffee2go ORDER HERE	
HOT DRINKS	
Single Espresso	10.000
Americano	15.000
Latte	15.000
Cappuccino	15.000
Chocolate	18.000
Mocha	18.000
Gula Aren	18.000
ICED DRINKS	
Iced Americano	15.000
Iced Es Teler, Iced Es Dogar	15.000
Iced Latte	18.000
Iced Cappuccino	18.000
Iced Chocolate	18.000
Iced Mocha	18.000
Iced Kopi Gula Aren	18.000
Iced Shakok Cheese Espresso	18.000
Iced Kopi Hitam	18.000
Iced Kopi Es Teler, Iced Kopi Es Dogar	18.000
Iced Kopi Tolak Angin	23.000
BLENDED DRINKS	
Espresso Blended	18.000
Mixed Berry Smoothies	18.000
Mango Smoothies	18.000
EXTRAS	
Vanilla, Caramel, Hazelnut, Espresso, Chocolate, Cream, Single Espresso	3.000



IN 2018, THE LEADERSHIP TEAM AT ALFAMART WERE PONDERING TWO ISSUES:

- 1 -

How to differentiate Alfaexpress premium
c-stores from Alfamart small format
supermarkets?

Customers did not distinguish between them
and as a result, there was a perception that
Alfamart was expensive when compared to
their direct competitor.

- 2 -

Food and Beverages were a core offer for
Alfaexpress however sales to date had
been disappointing.

They knew the potential was significant
so what should they do to get this right?



BUILDING A RELATIONSHIP

FPG Team, Hotelex, Jakarta, Indonesia, 2018



It just so happened that year that FPG Indonesia was exhibiting at Hotelex Jakarta. General Manager Pak Setiawan Nurtjahja extended an invitation to the Alfamart team and was delighted when they accepted. The discussion went well.

Luck intervened. Pak Adrianus was visiting New Zealand later that year and extended his stay with a visit to the FPG Head Office in Napier. There is nothing like a factory visit to fully appreciate the depth of expertise and facilities which enable FPG to design and deliver customised solutions.

Robert Darroch, FPG Head Office, New Zealand, 2018



During the meeting, CEO Robert Darroch drew freehand an example c-store site layout to demonstrate the principles of c-store design. Adrianus took Robert's drawing back to Alfamart and invited FPG prepared a proposal.

"FPG has unique value propositions that create a stress-free journey for us. Working together with FPG gave us a whole new fresh perspective of our business."

Adrianus Mulyawan
General Manager Alfaexpress
May 2021



ADRIANUS NOTED THREE KEY REASONS FOR WHY THEY CHOSE TO WORK WITH FPG

- 1 -

FPG had a track record of helping C-stores in other markets including Australia and New Zealand. FPG was not just offering equipment, they were focused on helping Alfaexpress increase sales.

- 2 -

FPG brought in external expertise to help, including consultants who had played integral roles in a market-leading convenience store in NZ.

- 3 -

FPG offered a combination of expertise and experience from NZ and its network, together with local market knowledge from the FPG Indonesia team.



MOVING FORWARD TOGETHER

(left to right) Roland Santoso - NZ Trade & Enterprise (Indonesia); Dr Jonathan Austin - NZ Ambassador to Indonesia; Adrianus Mulyawan - GM Alfaexpress; and Setiawan Nurtjahja - GM FPG Indonesia, 2020



FPG proposed a 7-step process. While tempting to go straight to store design, it was apparent to FPG that for Alfaexpress to achieve its goals, the strategy and its execution needed review. FPG tapped its network to include specialist expertise particularly around network operations and category management.

Visits to Indonesia by the FPG NZ-based team ensued. Pak Setiawan was embedded at Alfamart, providing

invaluable support and drive to the Alfaexpress team, and communicating information to his NZ-based colleagues.

"We took international c-store principles and gave them an Indonesian twist based on research of the local market," reflected Pak Setiawan. "It's a great project. The Alfaexpress team are so welcoming and receptive to FPG's advice. The open communication made a big difference to the strategy development process."

The process included goal setting, market review, network management, category review, supply chain and operations review to support a strong fresh food offer, and a TCOL lens on equipment procurement (total cost of ownership for the life of the equipment). FPG had the support of New Zealand Trade and Enterprise (NZTE) Jakarta who provided market research on regional consumer trends to inform the discussion on the Alfaexpress fresh food and beverage offer.





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DESIGN, LAYOUT & COMPONENTS

Towards the end of the strategy development process, FPG set about establishing the branding, layout, and components for the new store design. FPG Indonesia, FPG China and FPG New Zealand worked seamlessly together to deliver the solution:

- **FPG Indonesia** for customer relationships, local market intelligence, and supply chain management, logistics and servicing to support the installation and maintenance of turnkey projects and FPG food and drink display cabinets.

- **FPG China** for sourcing and quality control of Chinese-made components and equipment.
- **FPG NZ** for brand development, store design, store guides and processes, validation, and individual store layouts.

Alfaexpress
 Untuk hidup lebih baik



PAK ADRIANUS ACKNOWLEDGED THAT THE FPG 7-STEP PROCESS DELIVERED VALUE, CITING THESE EXAMPLES:

- 1 -

Branding - not only for Alfaexpress, but also for "bean! spot".

- 2 -

Identifying **professional suppliers** for Alfaexpress fresh food and beverages who can also support Alfaexpress growth.

- 3 -

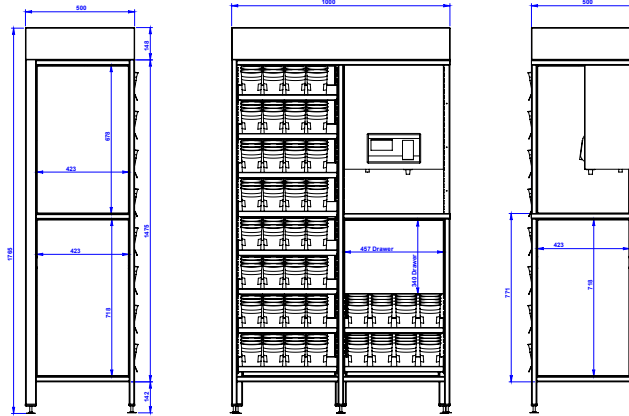
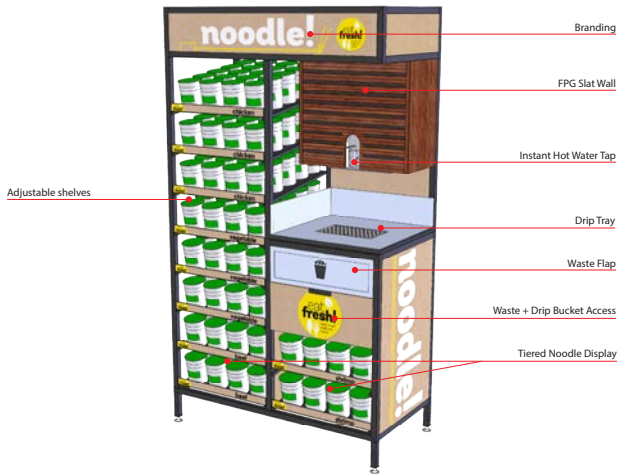
Standardisation - layout, equipment, ambiance, and design - of premium stores which are known for fresh food and beverages.



Alfamart team led by Adrianus Mulyawan (far right) meets with Setiawan Nurtjahja, GM FPG Indonesia (second from right) at the FPG Indonesia Hub



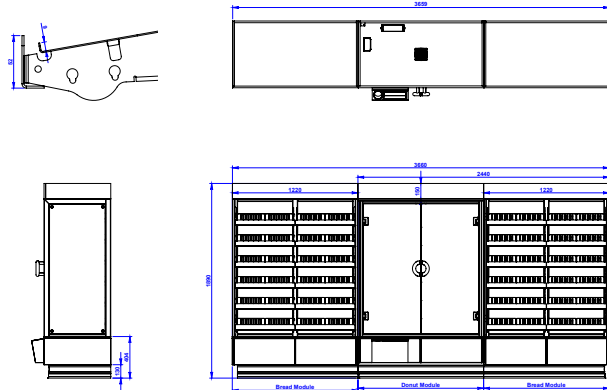
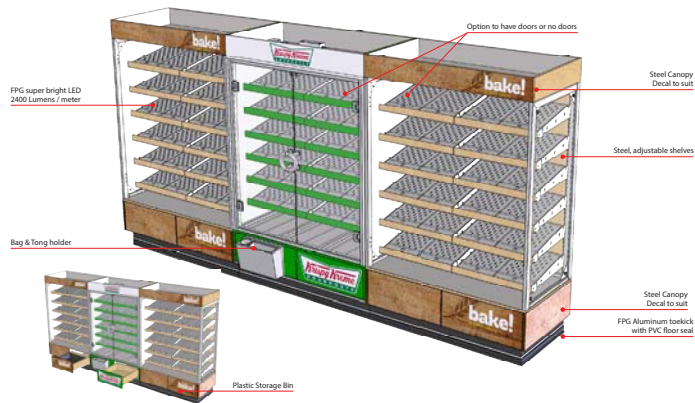
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CONCEPT

DESIGN

MANUFACTURE







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GALLERY





RESULTS DELIGHT



Despite best laid plans, nothing prepared Alfaexpress or FPG for the arrival of Covid-19. However, three of twelve Alfaexpress trial stores had been implemented before the project was paused and notwithstanding the devastating impacts of the pandemic, the results were pleasing.



Adrianus noted that, "Alfaexpress received accolades about the new store design not only from our customers but also from other retailers." For the stores that FPG had renovated, they are delighted that sales are increasing.

In 2021, as the impacts of the global pandemic start to ease, General Manager FPG Indonesia, Pak Setiawan Nurtjahja, continues to work with Alfaexpress to implement the remaining trial stores.

“It has been a pleasure to work with Adrianus and the wider team at Alfamart. With sales trending up, the future looks very bright for Alfaexpress.”

Setiawan Nurtjahja
FPG Indonesia General Manager
May 2021



ABOUT FPG



FPG are specialists and experienced in 'front of house' food service and food retail.

We make it very easy for our customers by providing a full-service offer. The project scope can be flexible - from full turnkey to 'design and construct only' - we

draw on our inhouse competencies and specialist equipment to deliver beautiful results while eliminating stress.

You can trust us. We've been doing this for more than 30 years.

“FPG is beyond an ordinary vendor
- they are trusted partners to help grow
our business. The dedication of Setiawan
and the FPG team never fails to amaze me
- they're willing to go the extra mile
for Alfamart.”

Adrianus Mulyawan, General Manager Alfaexpress, May 2021

SETIAWAN NURTJAHJA
FPG INDONESIA GENERAL MANAGER





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HOSPITALITY



SPECIALITY
FOOD SERVICE



C-STORE



CAFÉ/BAKERY



SUPERMARKET



FMCG

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