



UCI' s Foundation and FI' s Reforms

UCI...unicharm Indonesia

FI...Fumakilla Indonesia



UCI's Foundation

1. Our Great Staffs



Andra in Sales dev. / Yosef in Marketing dev. / Agus in Production dev.



2. Production Development

1. The best in Japan is not the best in Indonesia

e.g.) Failure in napkin business

**2. Latest facilities and technologies
/localized products based on needs and
actual usage in Indonesia**

3. DB Cultivation ⇒ Share Future=Dream



Current warehouse (floor space: 5,000 m²) and office

Office at foundation: also used for warehouse



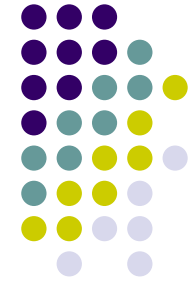
5 years since its Foundation

- 1. Strong ties with the founding staffs**
- 2. Production development
for customers in Indonesia**
- 3. Build trusting relationship with DB
「Dream, Share, Realize」**



Fumakilla Indonesia's Reforms

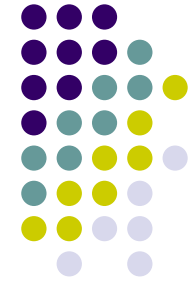
1. No growth without cultivation in local market



- “Pasar”, local market next to common people
- “Grosir”, an intermediate wholesale
- “Warung”, a small stand



1. Reconstruct Sales network (68 companies/82 bases)



- Expand sales channels
from 3 companies/21 bases to 68 companies/82 bases
- Change the sales network structure
from exclusive agent system to multi-agent system

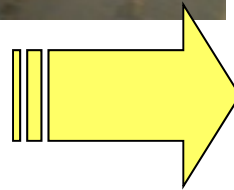
2. Productivity Improvement Activity (Group “Kaizen” Activity)



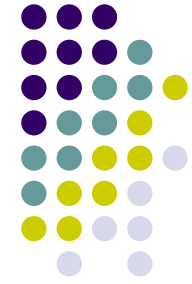
-1.2 billion Mosquito Coil production
-1 Rupiah cost reduction per coil
generates 1.2 billion Rupiah profit



2. Productivity Improvement (Upgrading Facilities)



3. Establishment of R&D Division (Mosquito labo)



Raise mosquitos
in various areas
in Indonesia
(Adult insect, eggs and
wiggler)



FI' s Reforms Challenge to Change!!



- 1. Reform sales channels
to cover small stands**
- 2. Establish R&D Division**
 - Production development
for customers in Indonesia**
- 3. Reform in awareness for cost reduction
by Group “Kaizen” Activity**
 - 1 Rupiah cost reduction per coil
generates 1.2 billion Rupiah profit**



From UCI/FI Experience

- 1. Love Indonesia**
- 2. Have a sprit of “contributing to Indonesia through business”**
- 3. Self–responsibility**
- 4. Not always follow what Tokyo says**
- 5. Always feel the appreciation to Indonesian, that “giving us opportunities to do business”**