

# Membangun Pusat Perakitan Industri Alsintan dan Otomotif Pedesaan di Kab. Lahat Sumatera Selatan

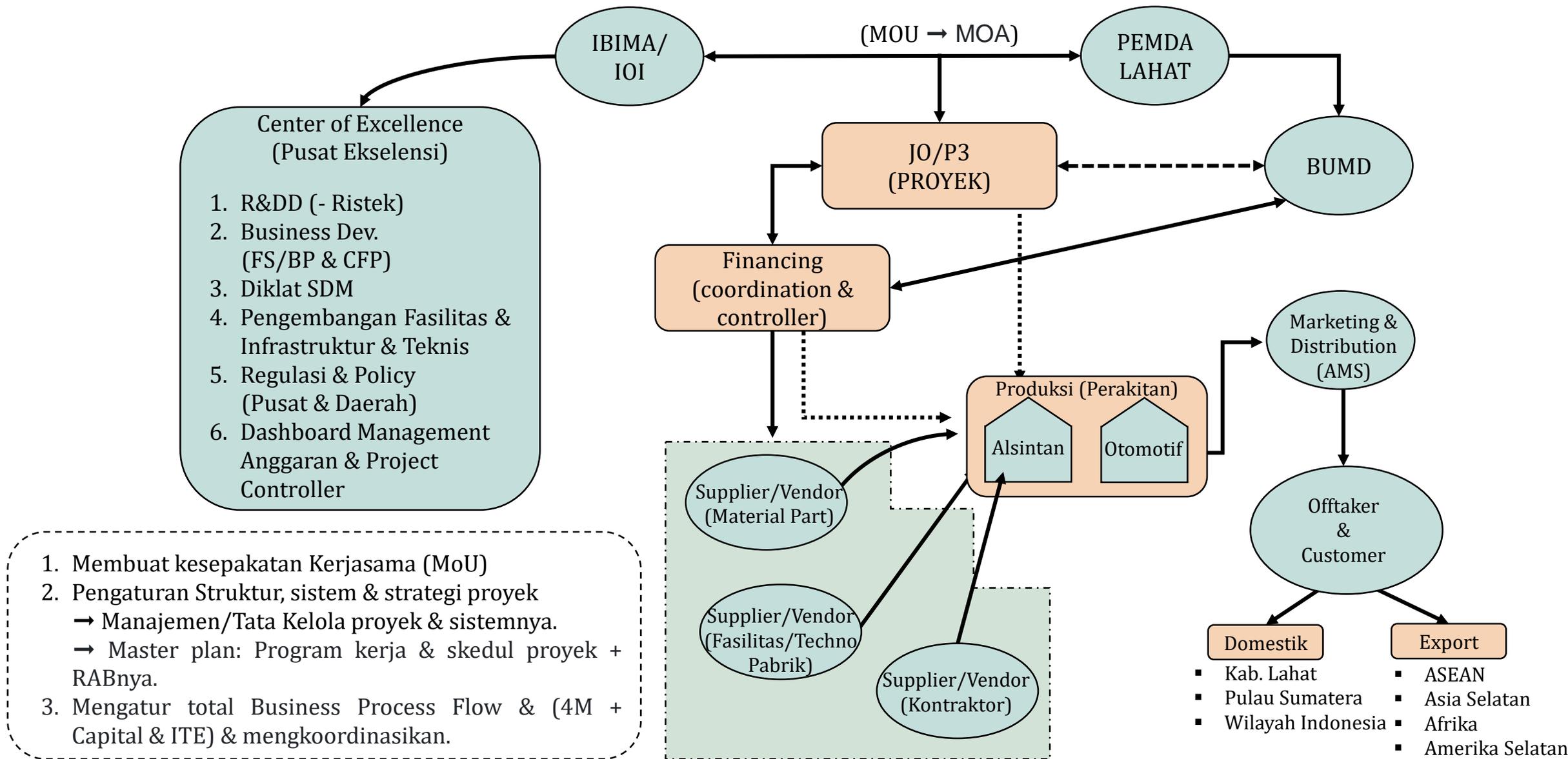
I Made Dana Tangkas,

President IOI, Founder/CEO IBIMA

Pres. Dir. PT.IOI

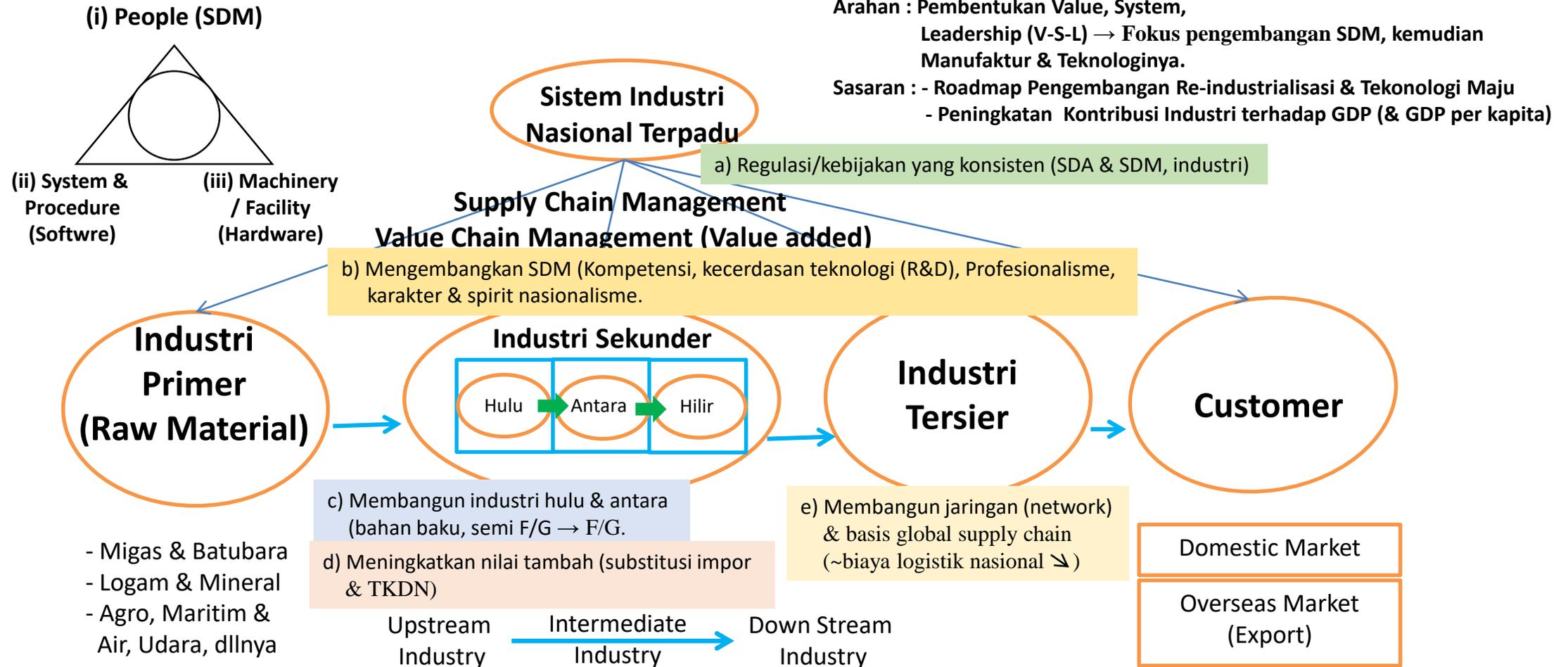


SKEMA KEGIATAN PROYEK PENGEMBANGAN SDM & SDA DAN PUSAT PERAKITAN INDUSTRI ALSINTAN & OTOMOTIF PEDESAAN DI KAB. LAHAT SUMSEL



# Strategi Pengembangan Industri Nasional & Industri Otomotif Indonesia

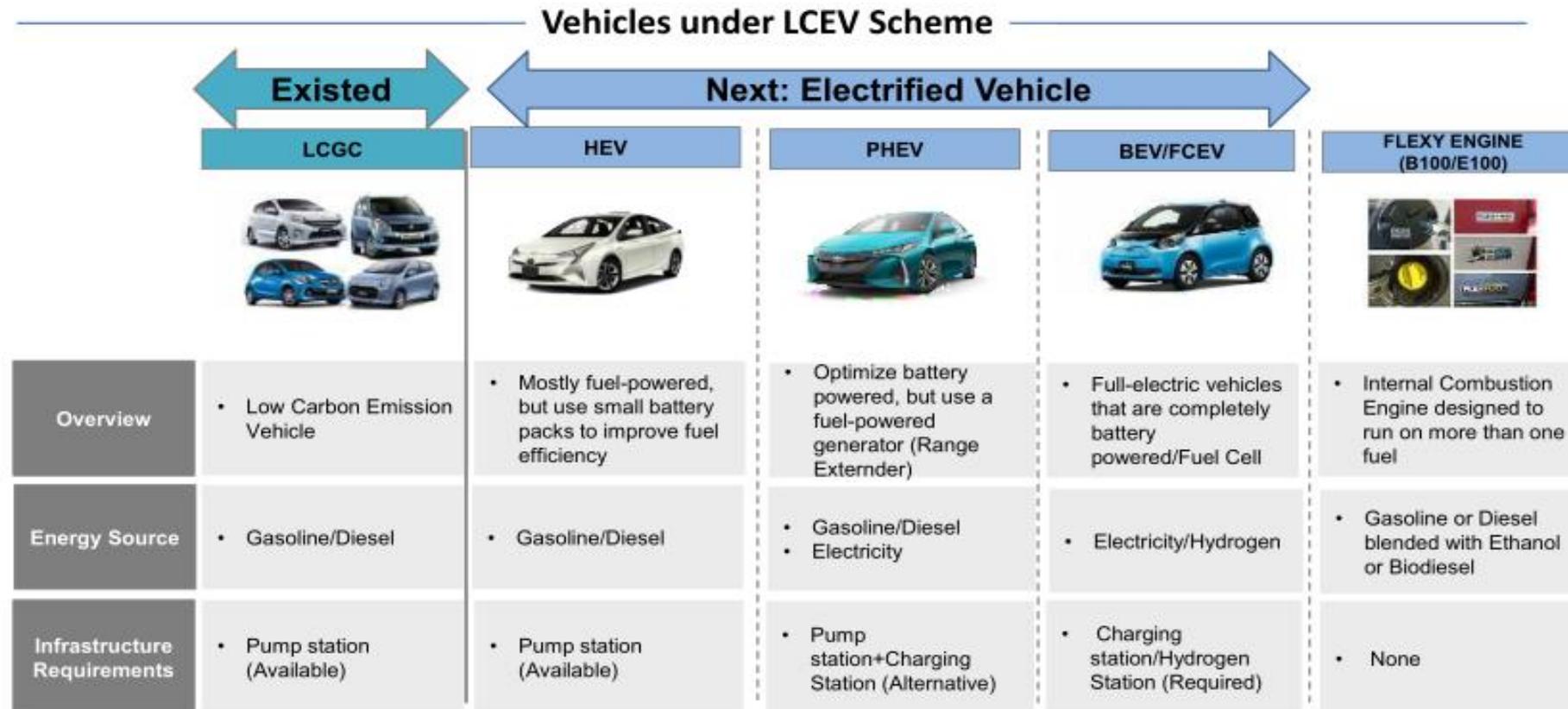
## Re-industrialisasi Industri Nasional secara Terintegrasi & Komprehensif



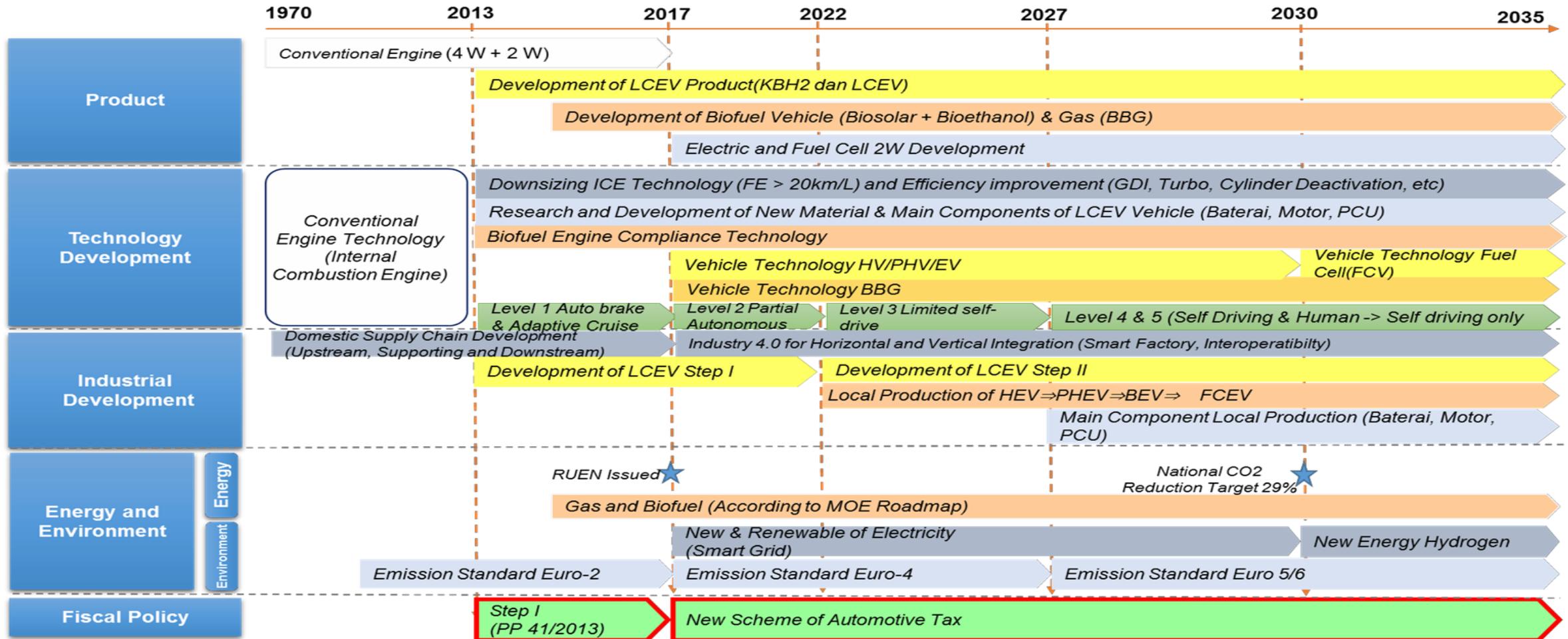


## INTRODUCTION LOW CARBON EMISSION VEHICLE (LCEV) IN INDONESIA

Implementation of LCEV Program is intended to support achievement of the government targets to reduce GHGs according to Paris COP-21's, to support achievement of the National Energy Mix targets in 2025 & 2050, and to support the development of auto industry in accordance with global trends



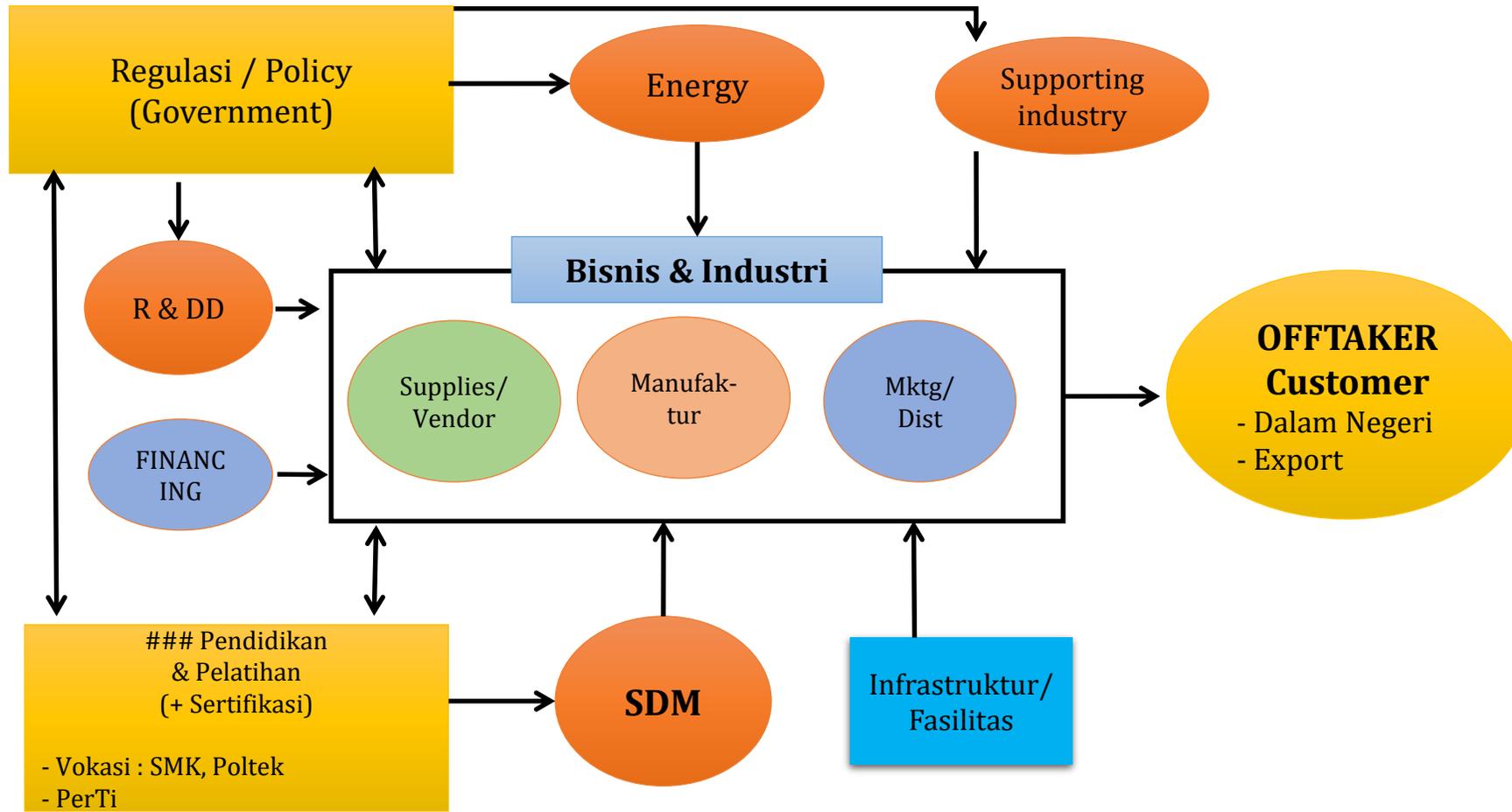
# Automotive Industry Roadmap



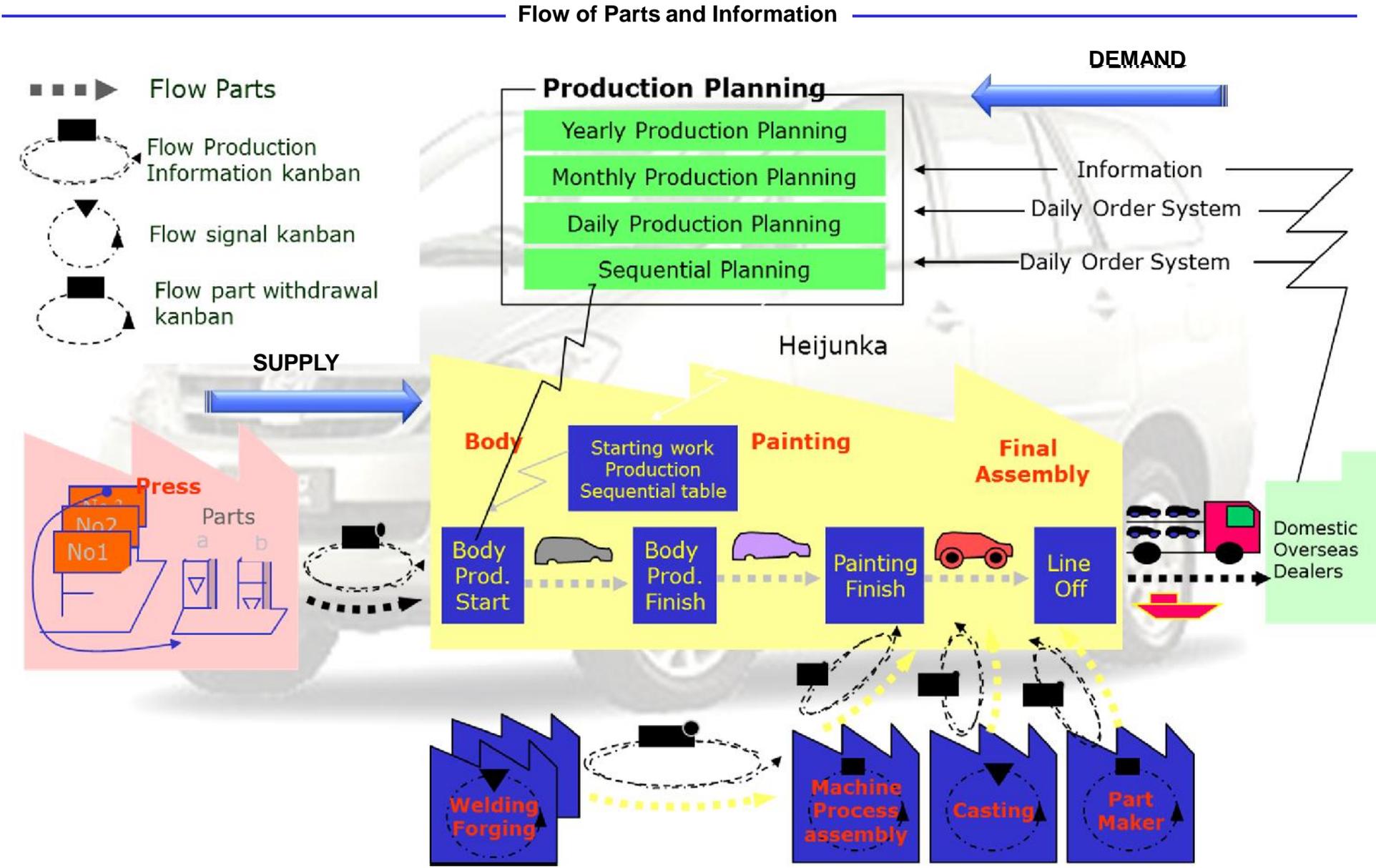
Keterangan : BBG : Bahan Bakar Gas HV : Hybrid Vehicle PHV : Plug-In Hybrid EV : Electric Vehicle FCV : Fuel Cell Vehicle LCEV : Low Carbon Emission Vehicle PCU : Power Control Unit

Sumber : MoI & Auto Industry Association

# Total Image of Business & Industry Ecosystem



# FLOW OF PARTS, VEHICLE ORDER INFORMATION & SUPPLY CHAIN/DELIVERY



# PENGEMBANGAN EKOSISTEM INDUSTRI EV & 3 CORE TECHNOLOGY

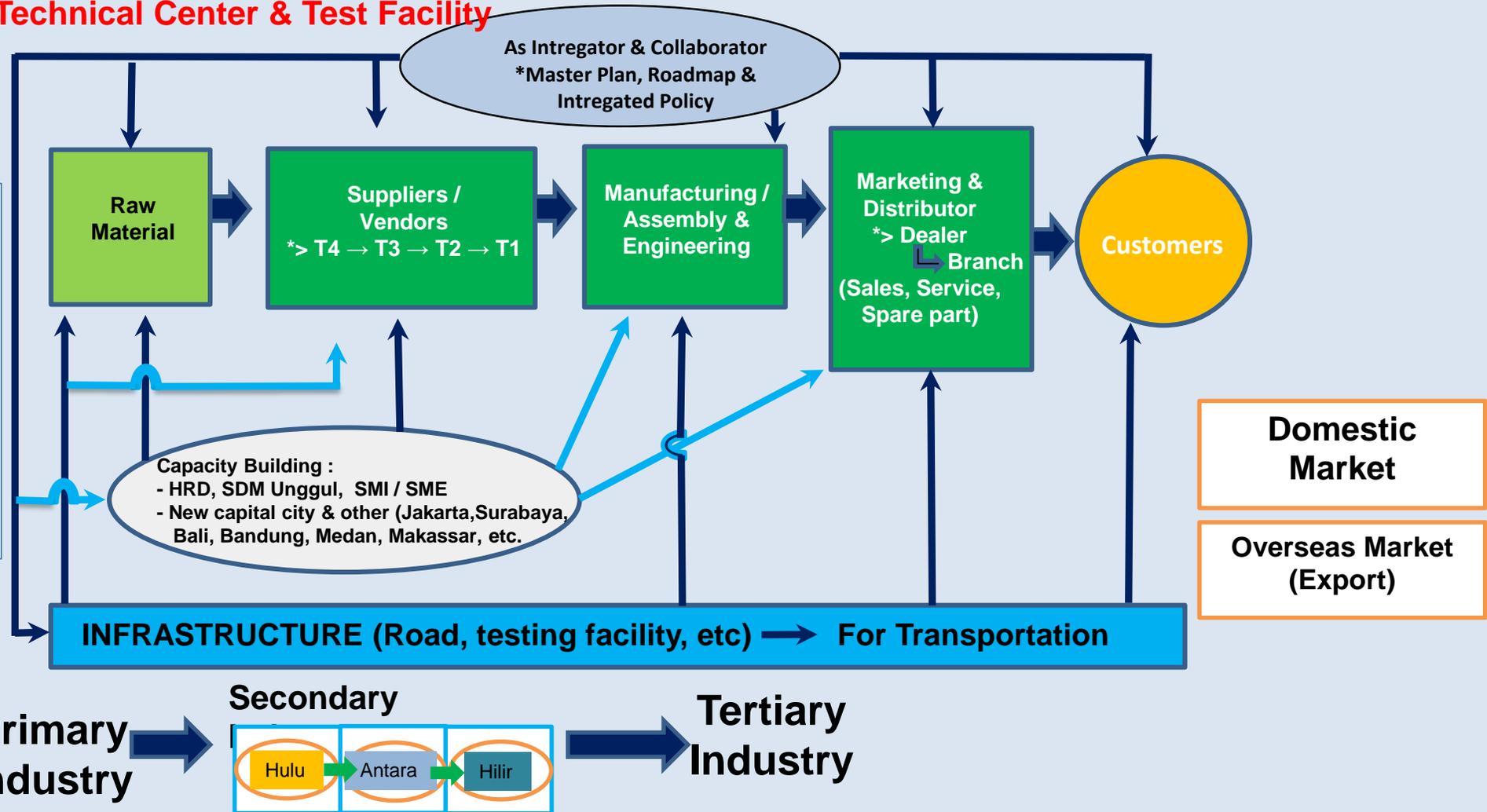
(From Conventional Vehicle to HEV, PHEV & BEV)

\* The Most Admired Industry  
(Many Principles in the country)

Direction : Formation **Value, System, Leadership (V-S-L)**

Sasaran : - Roadmap of Technology & Industrial Dev.  
- Increased industry contribution to GDP

# Develop RnD, Technical Center & Test Facility



- Oil & Gas & Coal
- Logam & Minerals
- Agro, Maritime & Water, air, etc.

# Industry & Business Flow For EV (# of investments, systems & business models)

## Type of Investor :

1) Foreigners

2) Local

3) JVC

4) Consortium

1) JVC

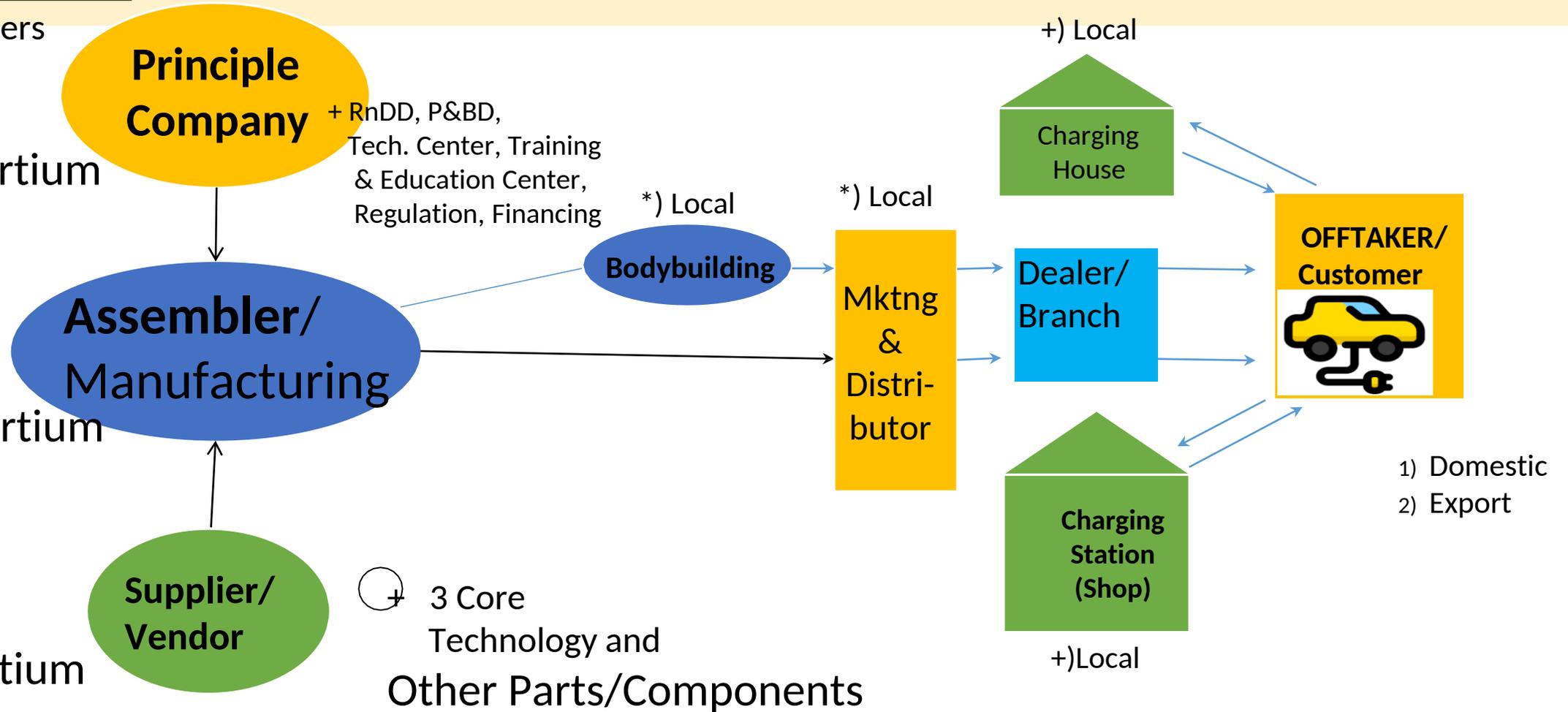
2) Local

3) Consortium

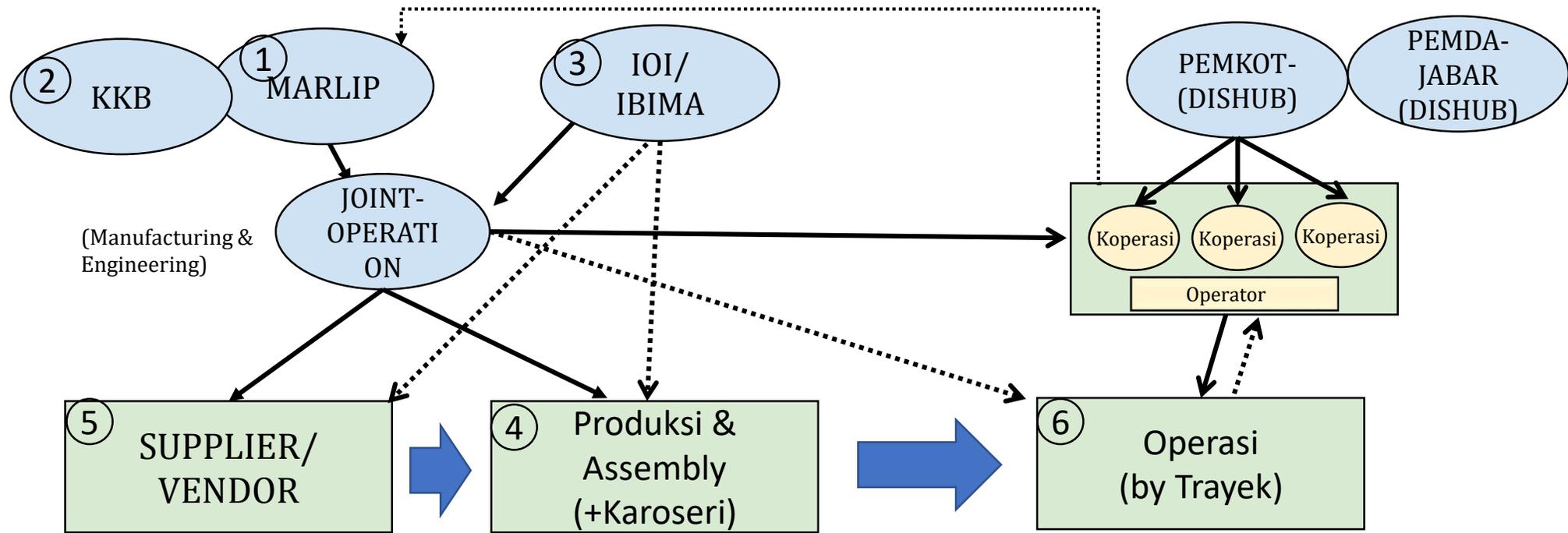
1) JVC

2) Local

3) Consortium



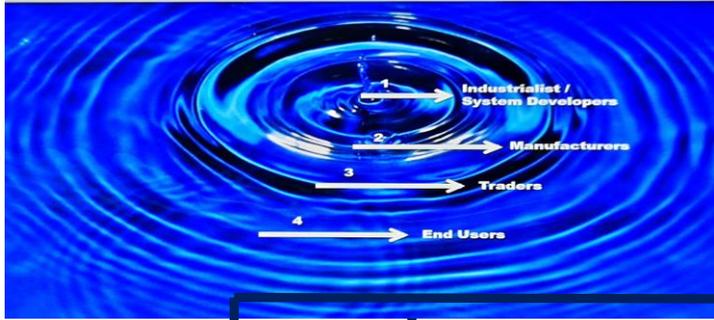
# ALIRAN/FLOW KERJASAMA ANTARA PT MARLIP, KKB & IOI/IBIMA



1. PT. Marlip & KKB
  - Desain Produk & Pengembangannya(IPR)
  - Product Spec. by item/part, SMS & BOM
  - Drawing untuk Produk
  - Membuat Prototype & Test
  - Melakukan ujicoba dengan pemkot & operator

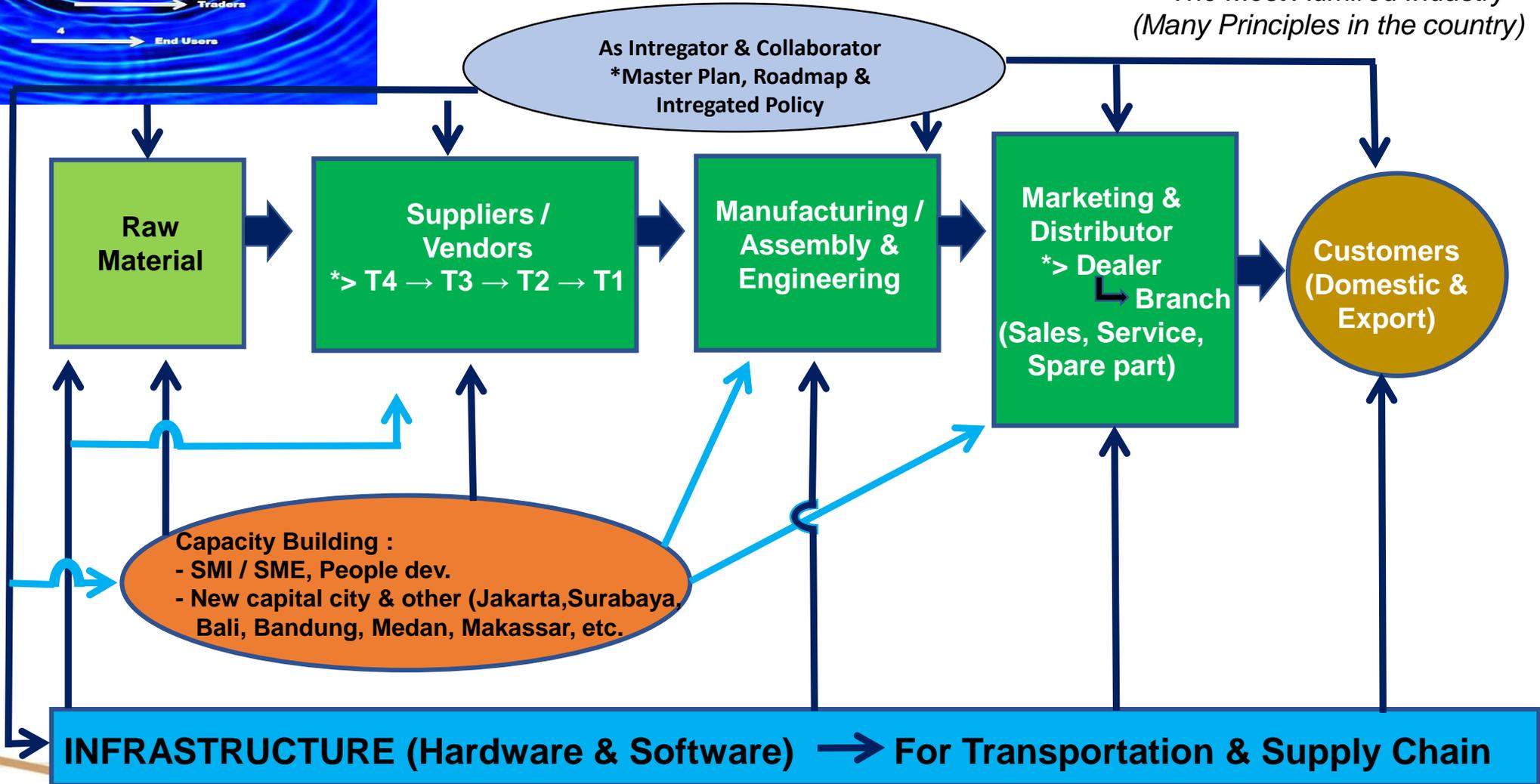
- Homologasi produk : NTA, NIK, SUT/SRUT
- Part Master List (1800 item)
- Marketing dan Kerjasama dgn Pemkot. Pemda serta Koperasi terkait
- Financing Bersama IOI/IBIMA

2. PT. IBIMA & IOI
  - Mengatur pembiayaan dan investasi bersama KKB, Marlip dan pihak Investor lainnya.
  - Membangun system manufaktur & logistic/supply chain yang terintegrasi, termasuk (CRM, ERP, SCM,dll)
  - Menyiapkan Produksi & Supply Chain dari semua spesifikasi produk & part dan juga sistemnya
  - Mengatur pihak produksi, engineering dan supplier termasuk logistic & transportasi dan keuangan.
  - Membuat perjanjian dengan pihak produksi, Assembly & Supplier (LoI,MoU,NDA)
  - Mengatur lokalisasi & aturan barang/part & produk serta cash flow management
  - Managing Cost & Profit

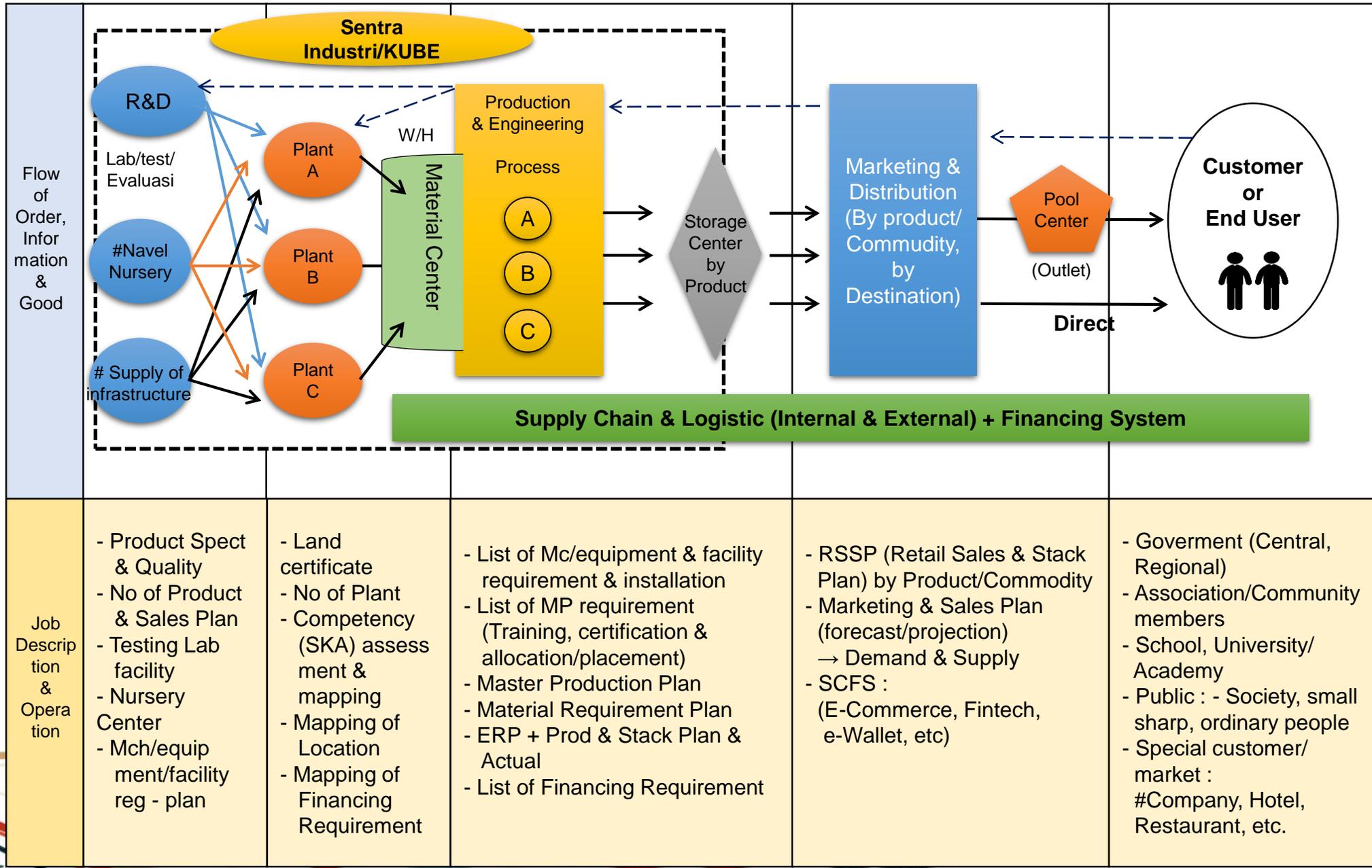


# TO BUILD INDONESIA INDUSTRY & SUPPLY CHAIN ECOSYSTEM

*\* The Most Admired Industry  
(Many Principles in the country)*



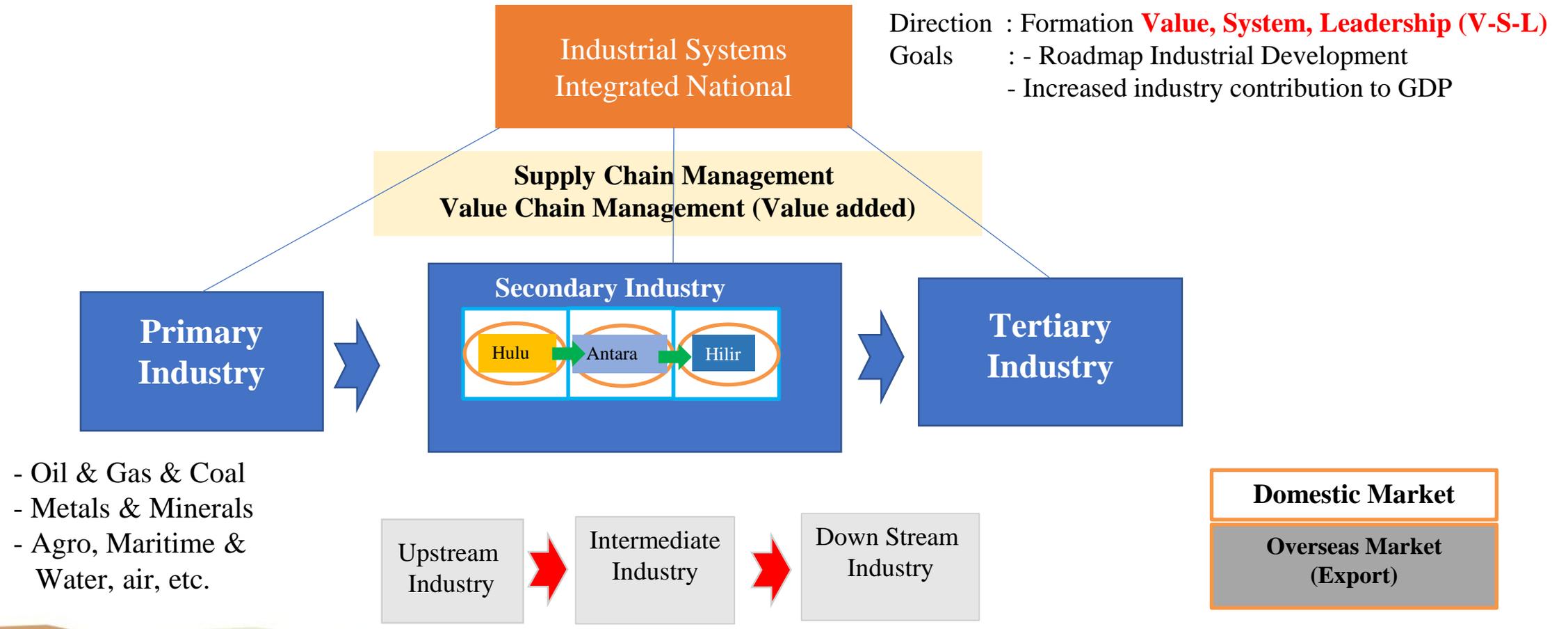
# TOTAL IMAGE OF INDUSTRY & BUSINESS MANAGEMENT (Integrated Supply Chain)



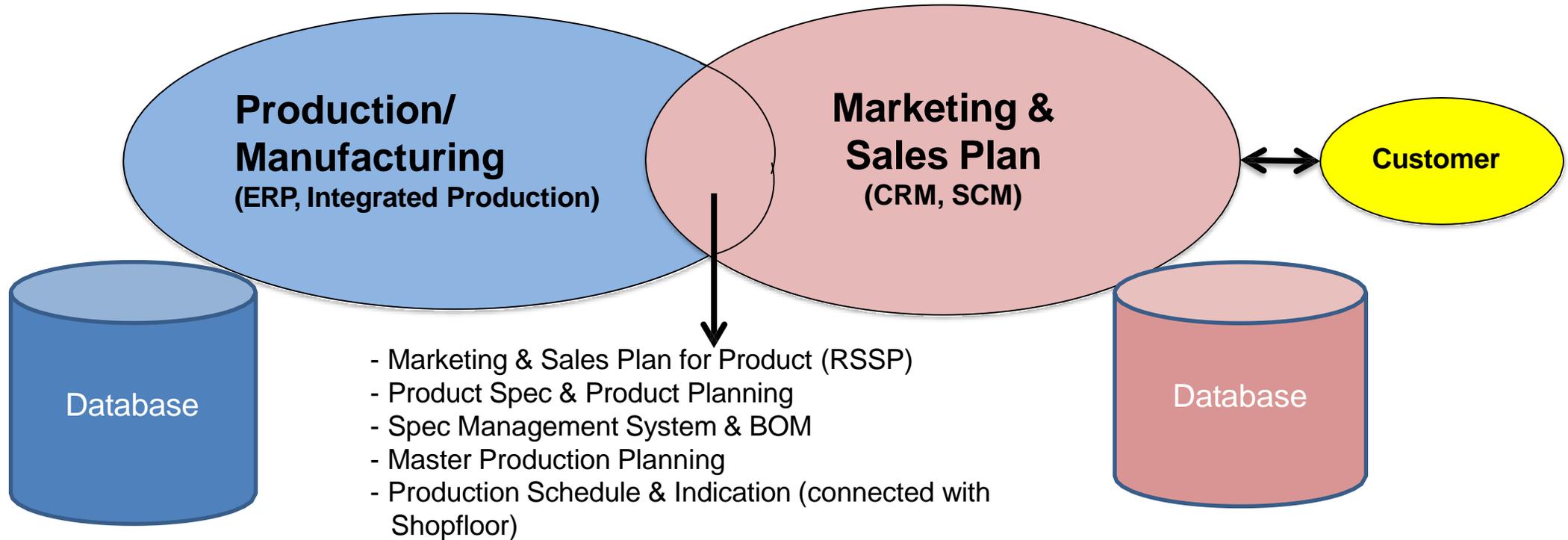
# AUTOMOTIVE INDUSTRY & BUSINESS AND LOGISTIC / SUPPLY CHAIN PERSPECTIVE

The Challenges of National Economic Development & Manufacturing Industry in the Globalization Era

## Integrated National Industrial Development System



# MANAGING DEMAND & SUPPLY



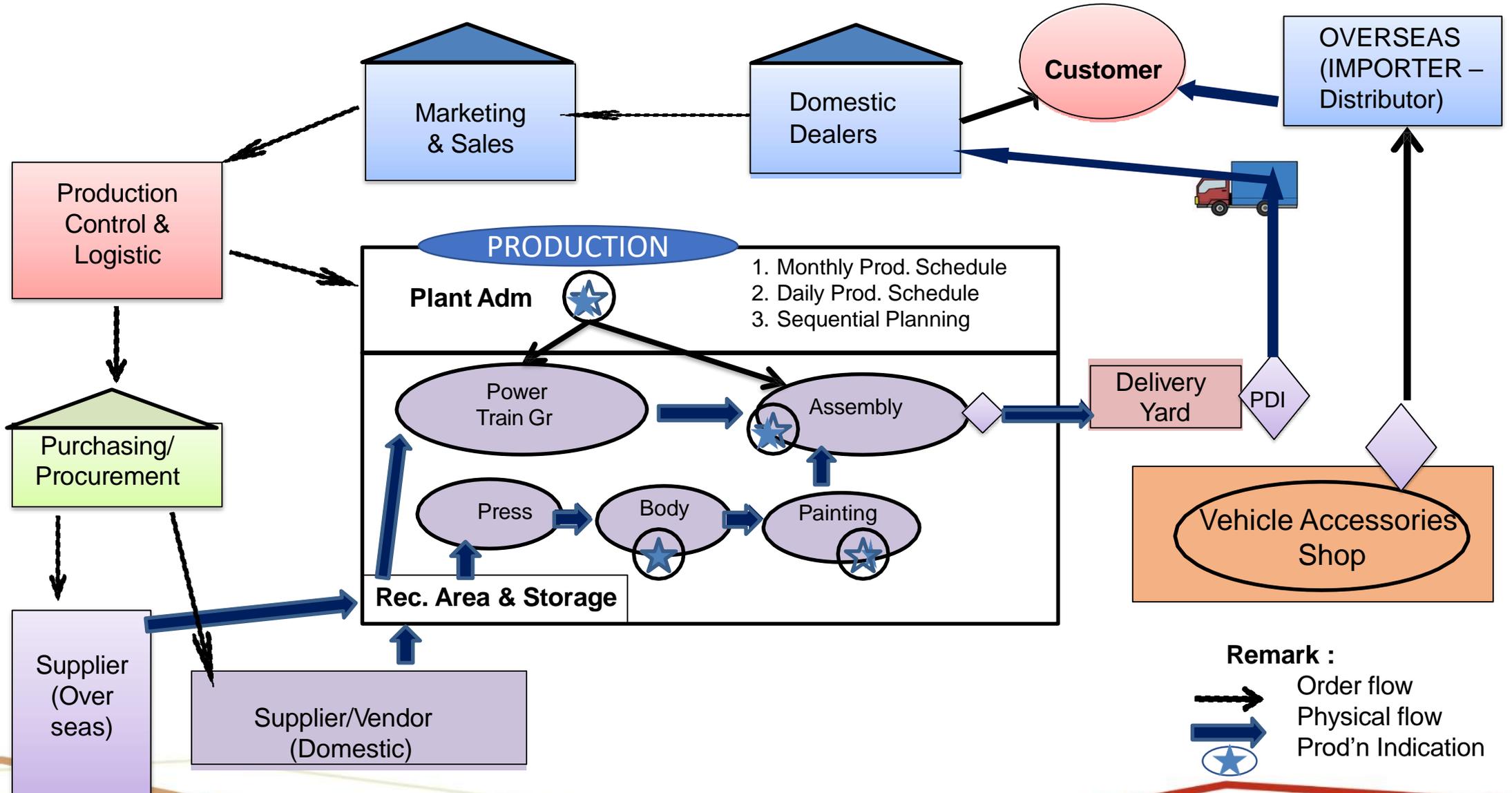
**Remark :**

CRM : Customer Relationship Management

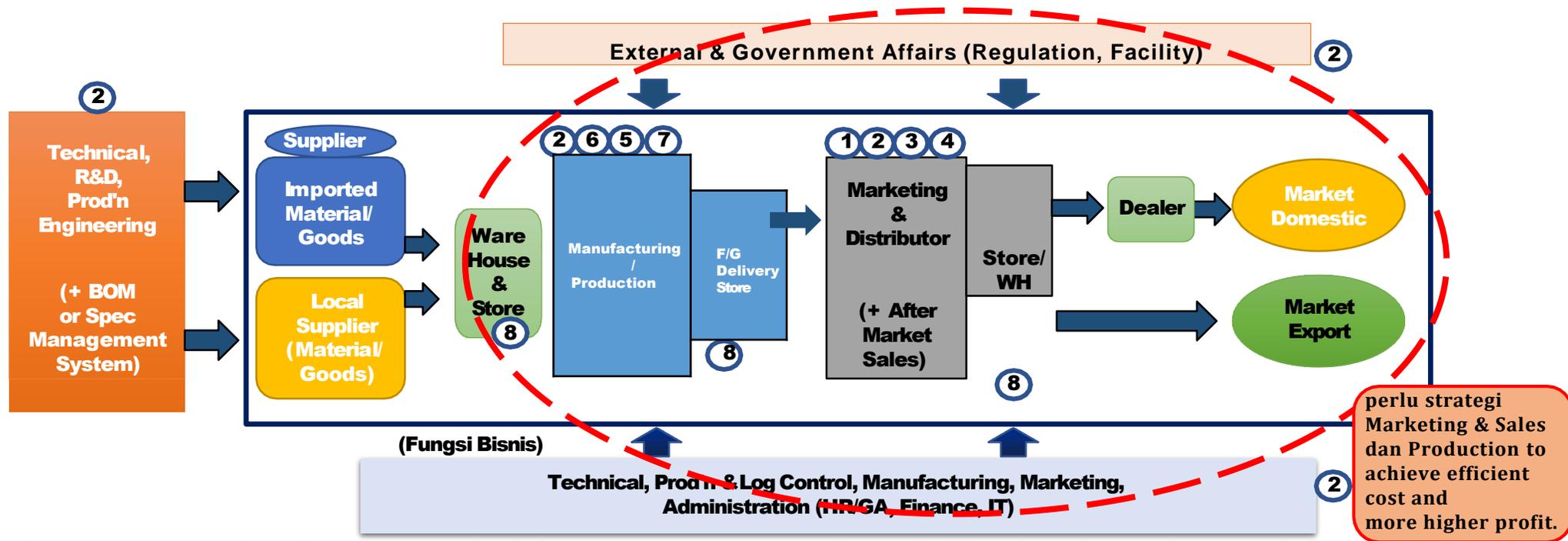
SCM : Supply Chain Management

ERP : Enterprise Resources Planning

# IMPLEMENTATION OF ORDER INFORMATION & PRODUCTION



# MODEL BISNIS, STRATEGI & PRAKTEK BISNIS (TERMASUK FUNGSI-FUNGSI DALAM KORPORASI)



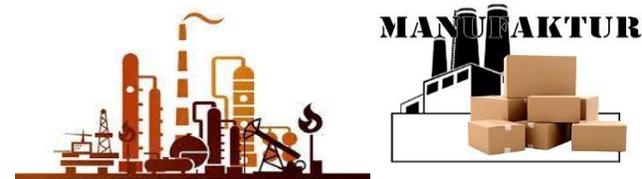
**STRATEGY:** (i) World Class Competitiveness (Profit Sustainability, Most Admired Company, Market Share (Volume) Increased)  
 (ii) Best operational excellence (High Efficiency & Cost Reduction)

**THE SUCCESS FACTORS** to drive our Strategy are :

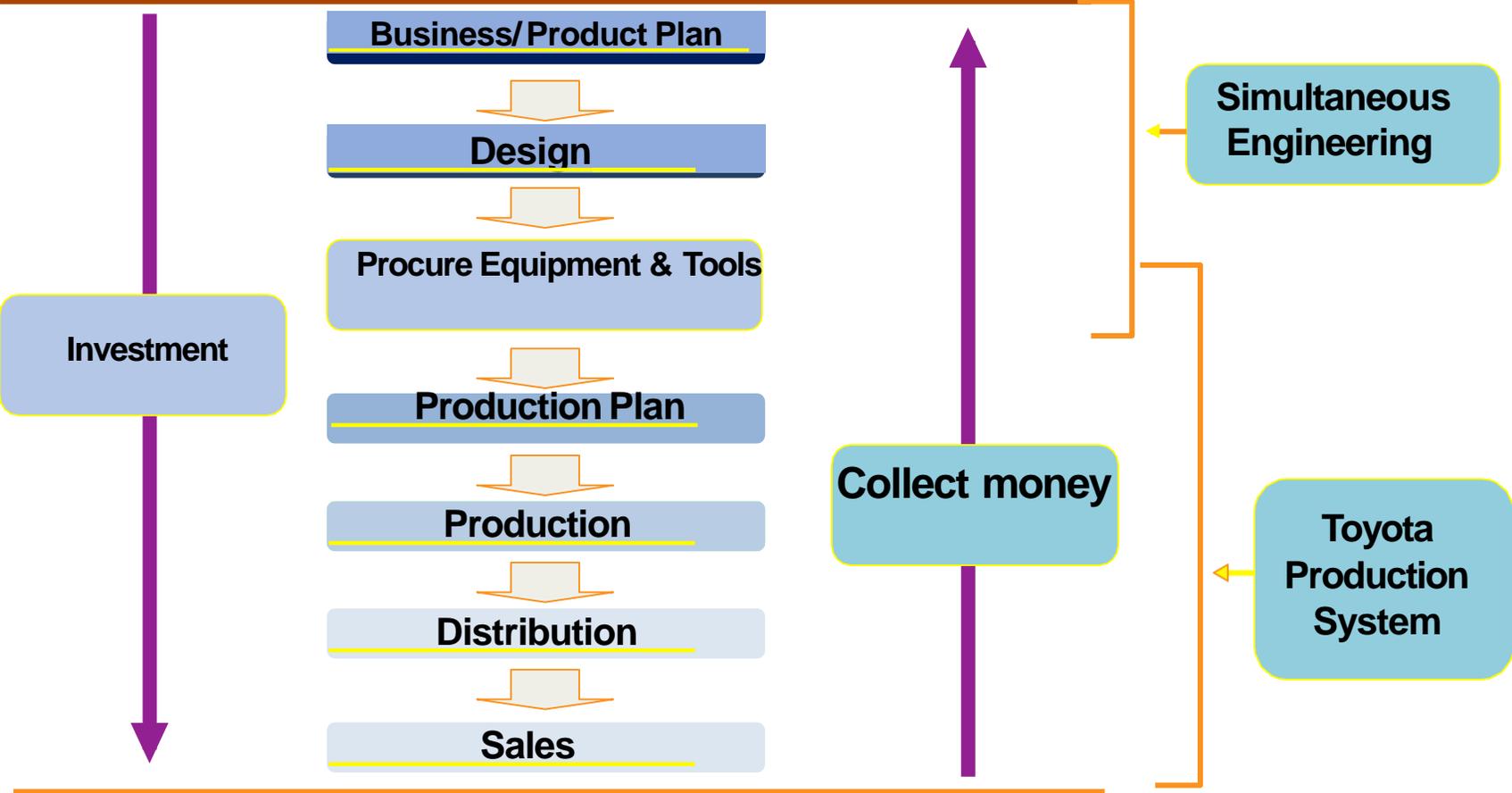
- ① Market identification & expansion
- ② Technology leverage
- ③ Brand equity
- ④ Efficient distributor channels

- ⑤
- ⑥
- ⑦
- ⑧

Economies of scale  
 Efficient Core Processes  
 Plant sourcing  
 Control over material/goods

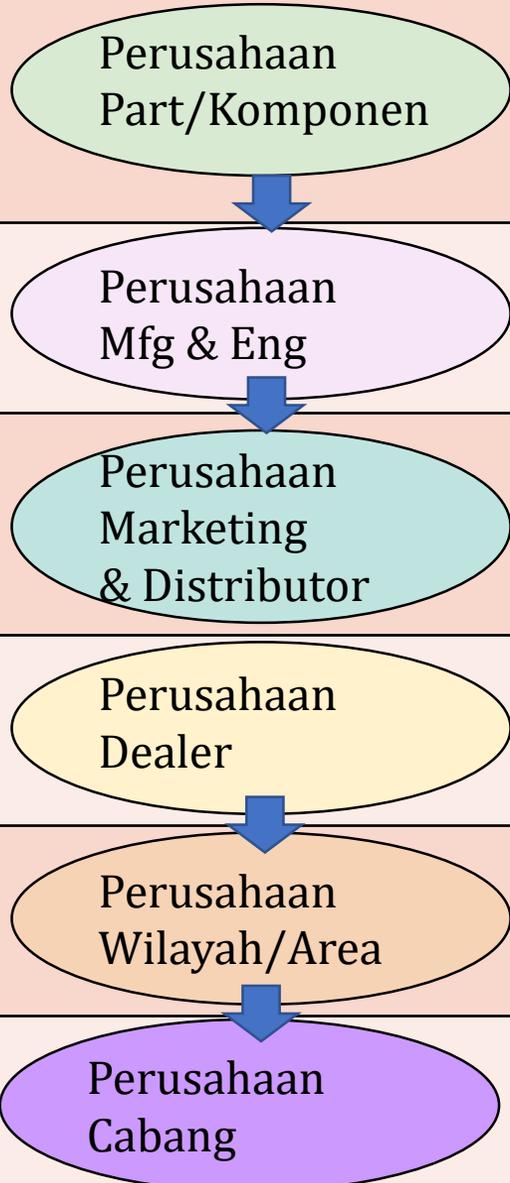


**SYSTEM OF BUSINESS ACTIVITY : LEAD TIME FOR COMPANY**

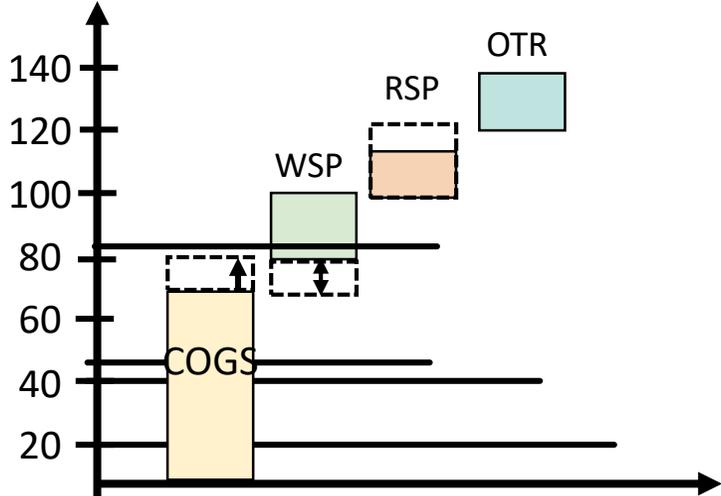
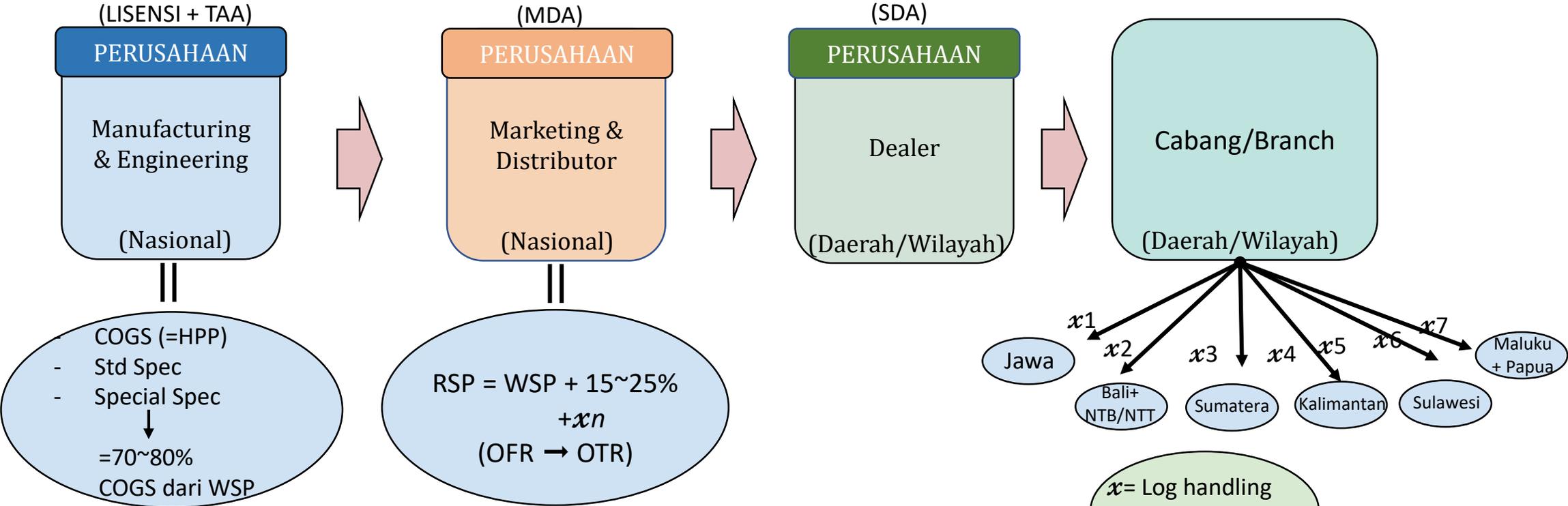


**The key in our business is how to collect money quickly, to increase cash flow for the company.**

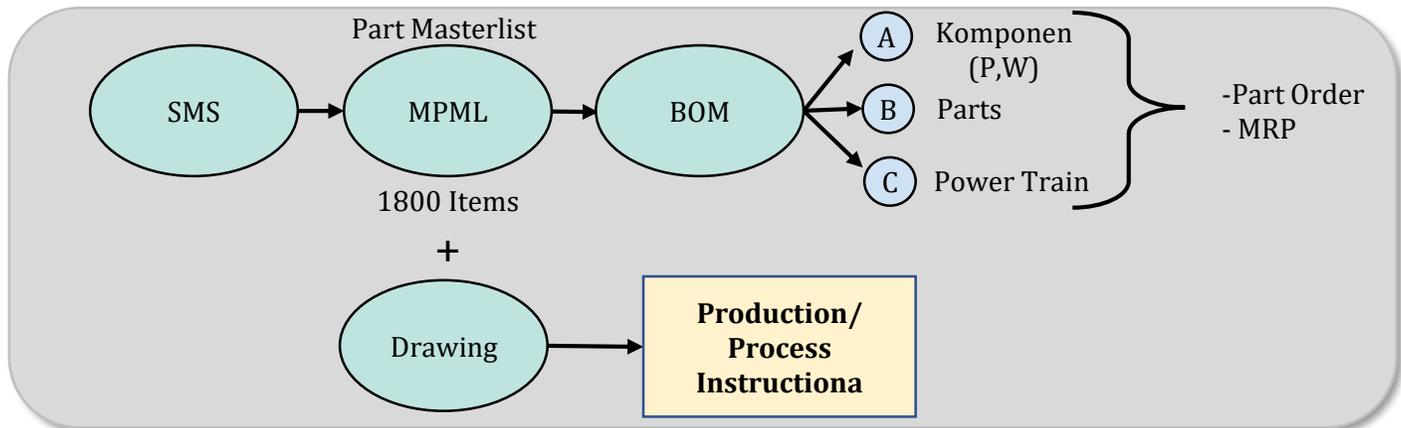
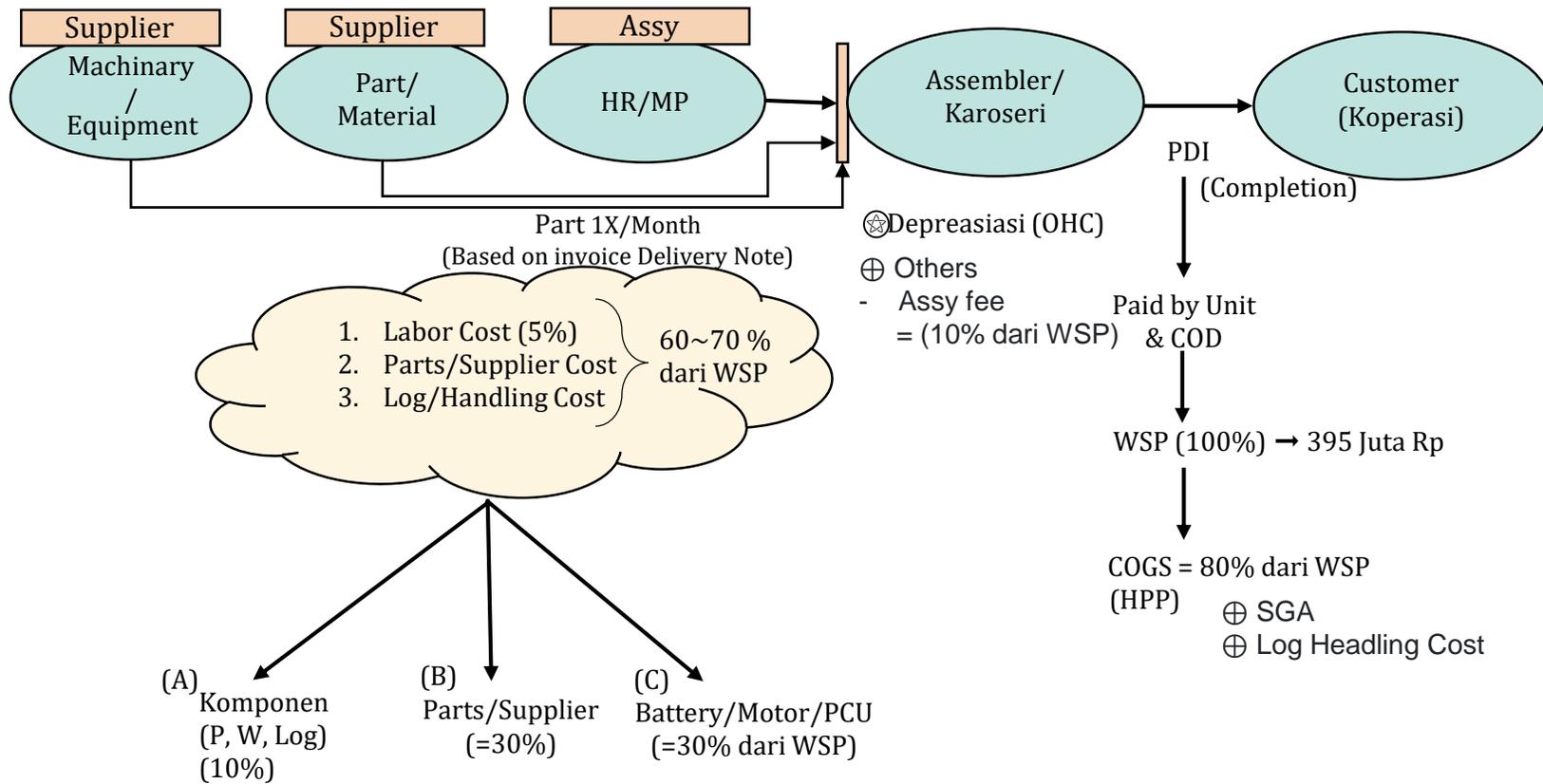
**FLOW of PRODUCTION COST, PRODUCT PRICING ARRANGEMENT & THE STRATEGY**  
 (ALIRAN PENETAPAN BIAYA/COST PRODUKSI SAMPAI HARGA PRODUK → SISTEM & STRATEGI PRICING)

NO	Item/Business Process	Deskripsi	Keterangan
1	 <p>Perusahaan Part/Komponen</p>	<ul style="list-style-type: none"> <li>- Master Part List &amp; Part Spec. Managemet (System)</li> <li>- Material &amp; Part/Component Spec.</li> <li>- Part by part Cost Planning</li> <li>- Part by part cost target &amp; Pricing (target)</li> </ul>	<ul style="list-style-type: none"> <li>- Termasuk inflasi &amp; labor cost, produktivitas (daya saing)</li> </ul>
2	Perusahaan Mfg & Eng	<ul style="list-style-type: none"> <li>- Product Spec. Management (by Model &amp; Variant)</li> <li>- Product Cost → COGS (IDC &amp; DC atau (FC &amp; VC)</li> <li>- Product Pricing → WSP (→ Managing Cost &amp; Pricing)</li> </ul>	<ul style="list-style-type: none"> <li>- Termasuk inflasi, merit, Labor cost &amp; produktivitas</li> </ul>
3	Perusahaan Marketing & Distributor	<ul style="list-style-type: none"> <li>- Product spec &amp; value (by item, by part)</li> <li>- Cost plus for Mktg &amp; Distr. operation &amp; tax (price strategy)</li> <li>- Quarterly pricing → RSP (by Daerah/Wilayah)</li> </ul>	<ul style="list-style-type: none"> <li>- Termasuk inflasi &amp; labor cost = GSO/Special ikut e-catalog</li> </ul>
4	Perusahaan Dealer	<ul style="list-style-type: none"> <li>- RSP by Daerah/Wilayah → Provinsi, Kab/Kota (3 bulanan)</li> </ul>	<ul style="list-style-type: none"> <li>- GSO/Special_ ecatalog</li> </ul>
5	Perusahaan Wilayah/Area	<ul style="list-style-type: none"> <li>- RSP by Daerah/Wilayah → Area</li> </ul>	<ul style="list-style-type: none"> <li>- GSO: Follow e-catalog</li> </ul>
6	Perusahaan Cabang	<ul style="list-style-type: none"> <li>- RSP by Daerah/Wilayah → Cabang</li> </ul>	<ul style="list-style-type: none"> <li>- GSO: Follow e-catalog</li> </ul>

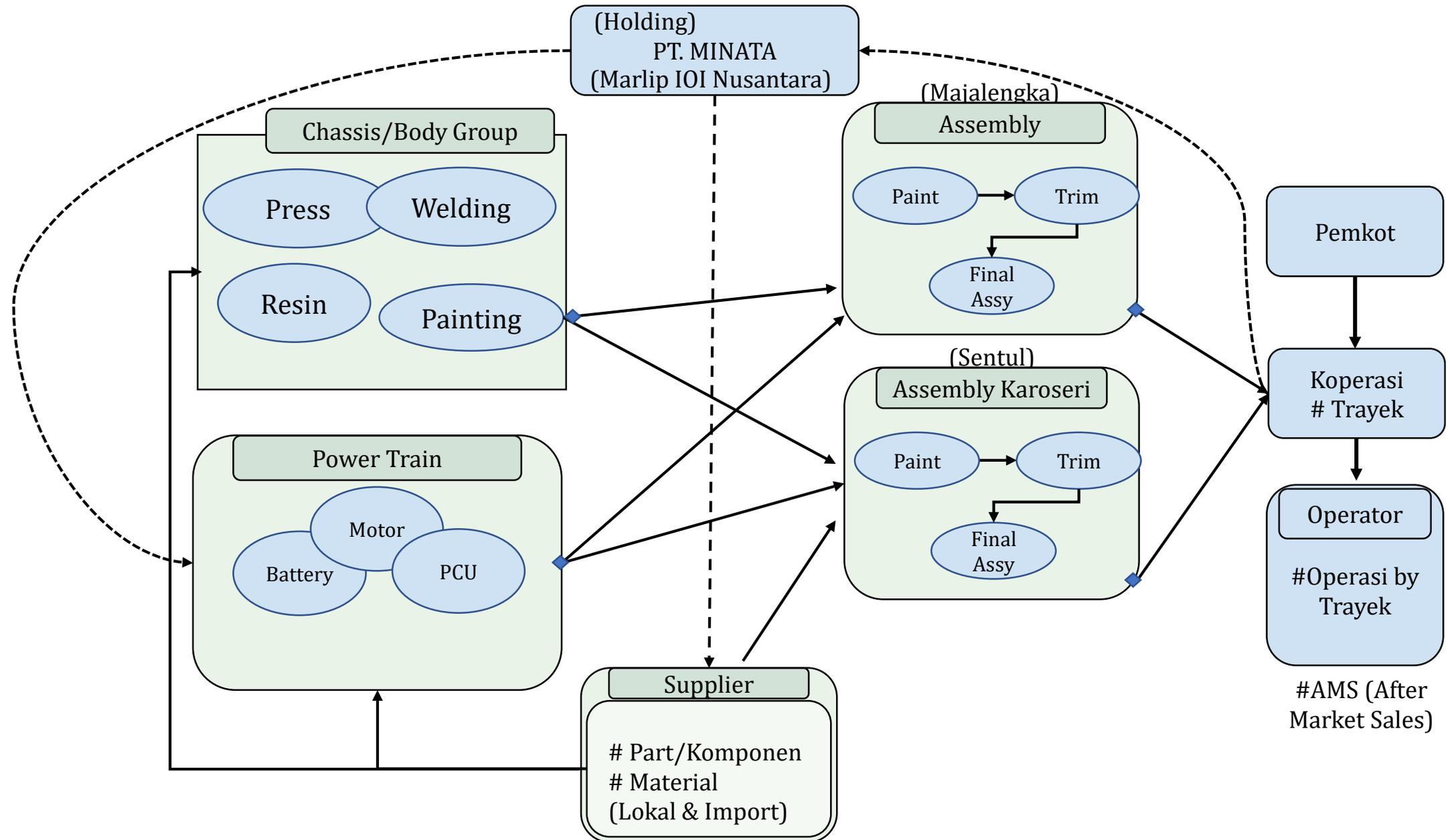
# SISTEM & STRATEGI PRICING PRODUK PT.AAA



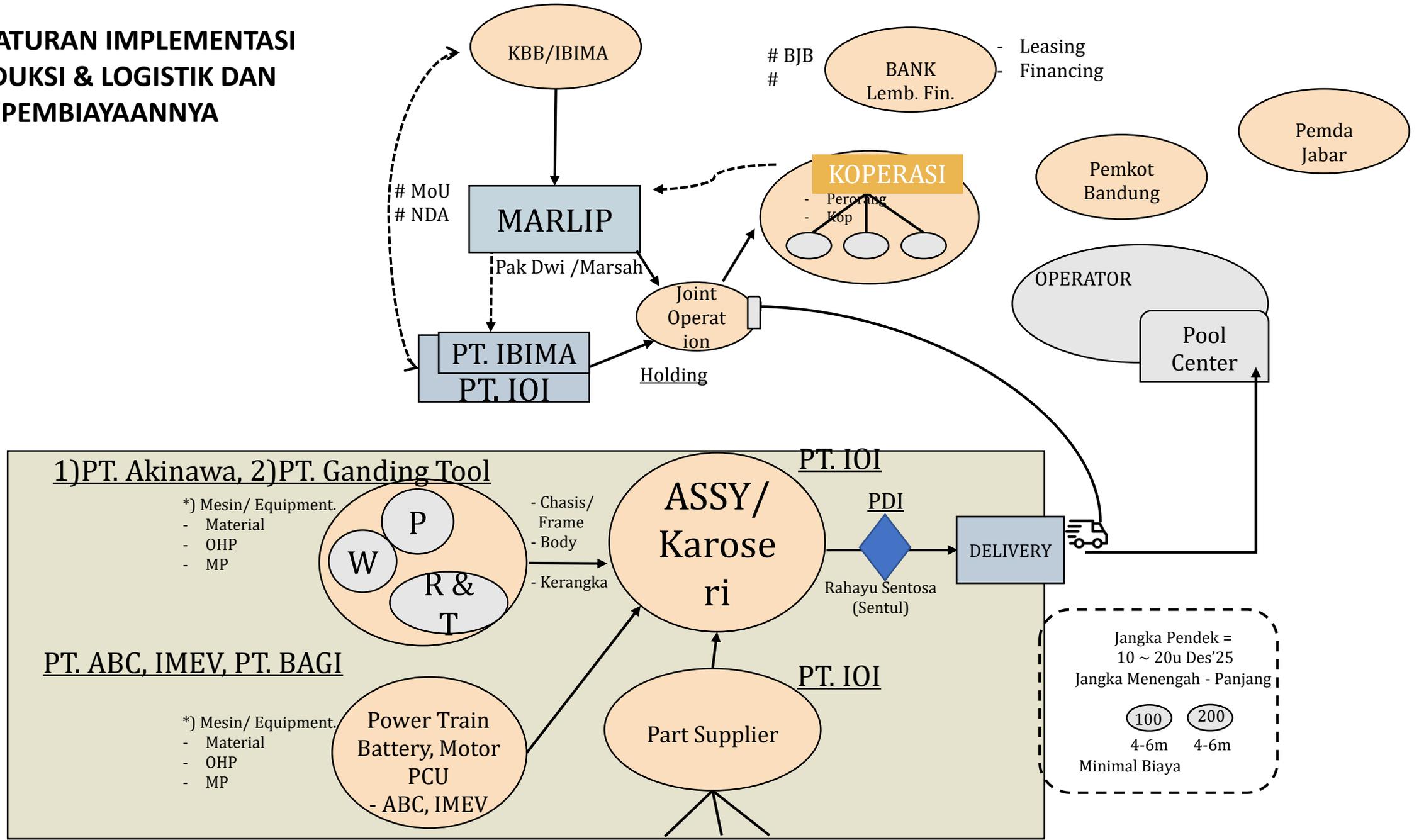
# SISTEM PEMBIAYAAN, PEMBAYARAN & COST PLANNING (Untuk Proses Manufaktur dari Supplier Sampai Dengan Assembler/Karoseri)



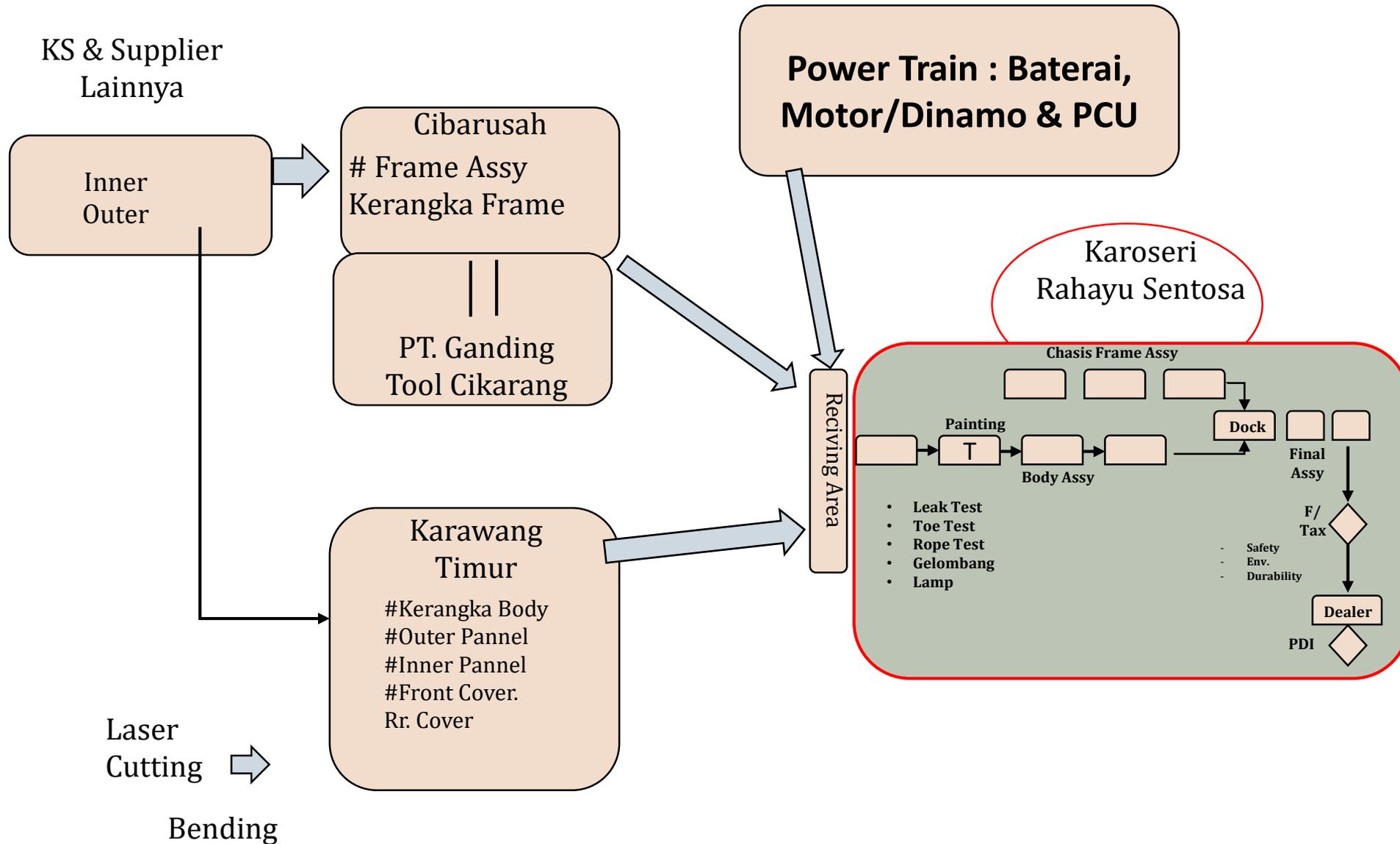
# FLOW OF ORDER THE VEHICLE/PARTS/MATERIAL & DELIVERY



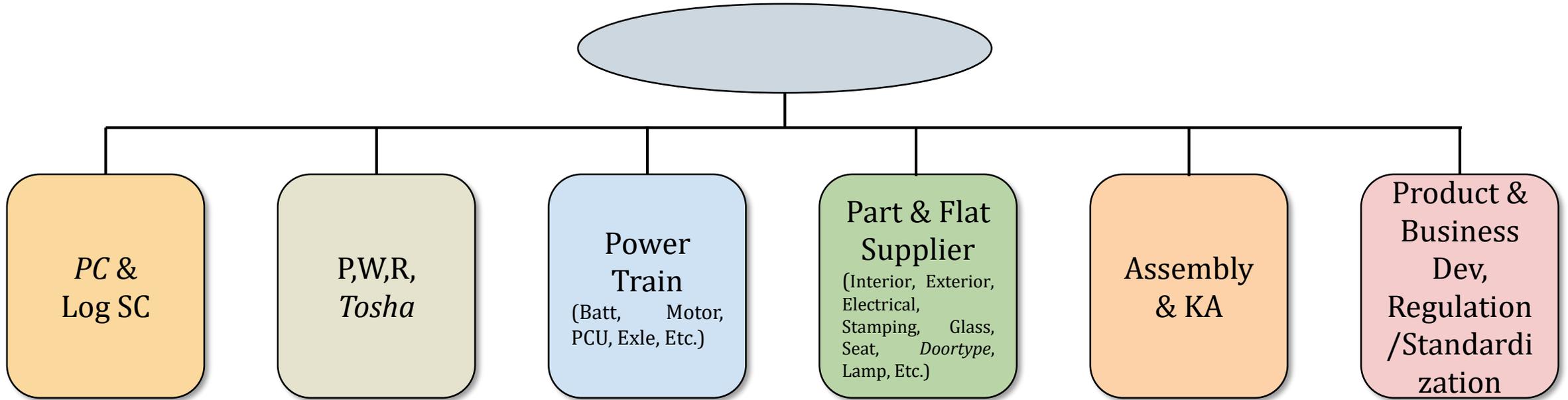
# PENGATURAN IMPLEMENTASI PRODUKSI & LOGISTIK DAN PEMBIAYAANNYA



# TEKNIS OPERASI MAIN COMPONENT & PENGATURAN PRODUKSI DAN SUPPLY CHAINNYA



# PENGATURAN TEAM KERJA & MAIN JOB/TASK



Sigit,  
Ghazali,  
Wahyu

Wan, Yamin,  
Dennis, Yoni,  
Tambar, Adi

Eko, Firman

Bayu, Yamin,  
Yoni

Ery, Yamin,  
Tambar

Ery, Yamin,  
Tambar, Puput

Operator: Toyota

+

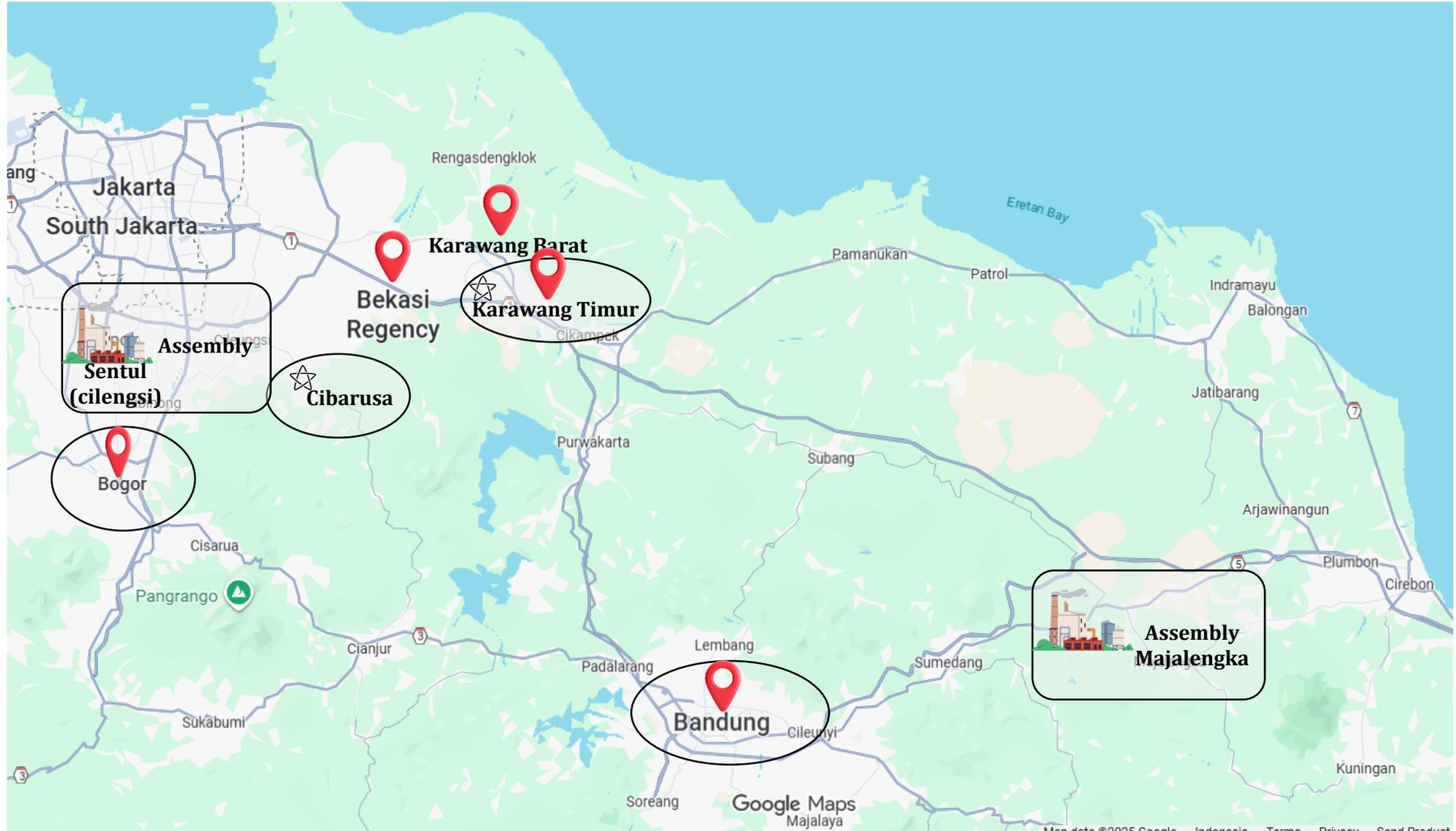
Daihatsu

K1 -> K2

Terminasi

Eng Services  
PCD + Log

# PETA LOKASI PRODUKSI MICROBUS DAN KOMPONEN NYA



# BASIC VEHICLE DEVELOPMENT OF PRODUCT SPECIFICATION

NO	PRODUCT		FOTO/IMAGE	SPECIFICATION	REMARKS
1	<b>Tractor (C/W Rotary Triller)</b>				PIC : Pak Wan (Mass Adi) Pak Eko R/Pak Engkang.
2	<b>Harvester (Combine) or Mesin Tanam Panen</b>				PIC : Pak Wan (Mass Adi), Pak Eko R/Pak Engking.
3	<b>R2 (Multiguna)</b>				PIC : Pak Wan (Mass Adi), Pak Bismo.
4	<b>R3</b>	<b>Multi Perpose</b>			PIC : Pak Ronny
		<b>BOX</b>			PIC : Pak Soeroyo.
5	<b>R4</b>	<b>PICKUP</b>			PIC : Pak Widya.
		<b>Mini VAN</b>			PIC : Pak Eko R.
6	<b>Microbus Angklung (1,8x1,3x5,2m)</b>				PIC : Pak Marsah, Pak Wan/ Pak Ery, Pak Dennis.

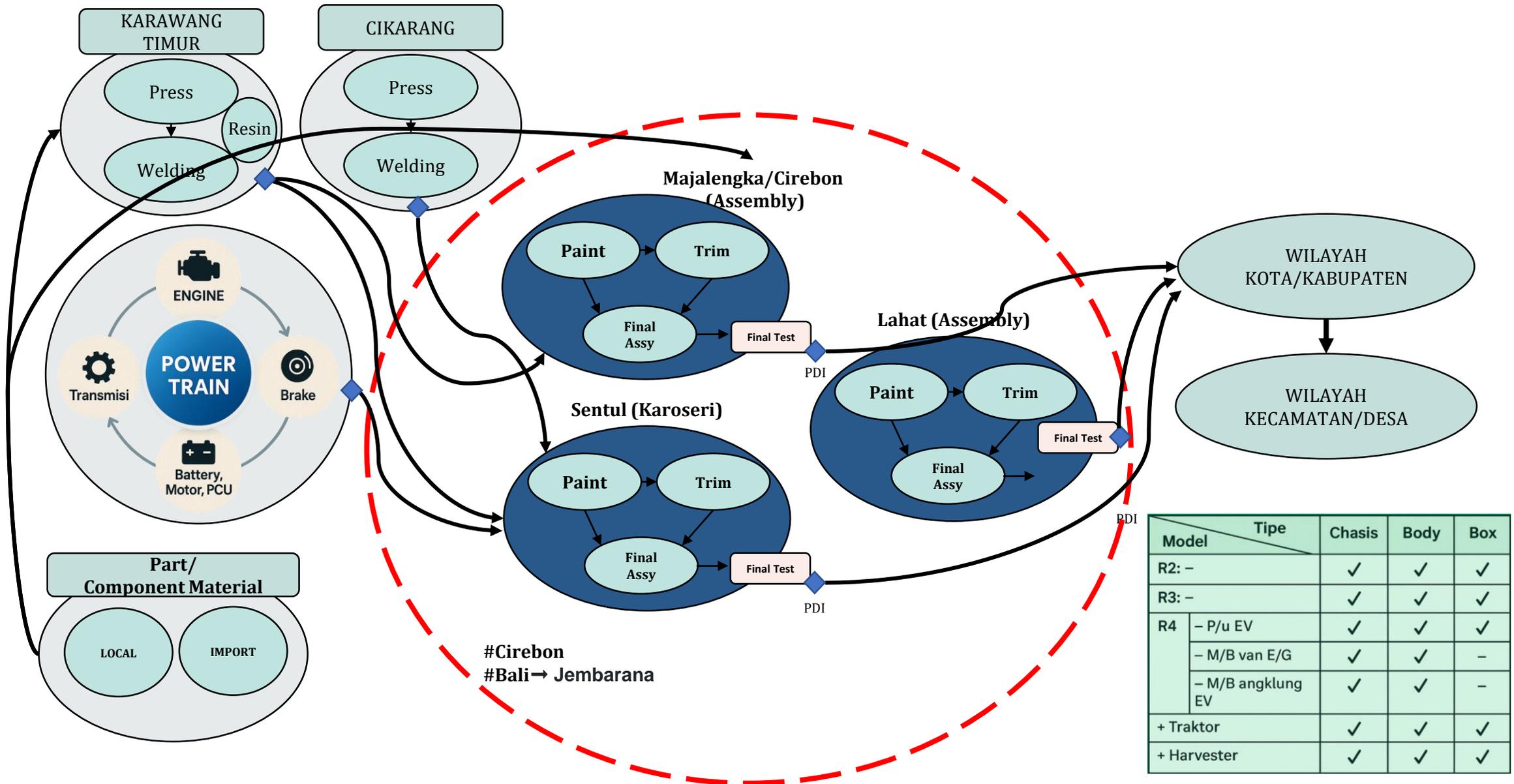
# Penentuan Lokasi Fasilitas Untuk Proyek Pembangunan Pusat Industri Alsintan dan Otomotif Pedesaan di Lahat Sumsel

No	Fasilitas/Kegiatan	Info PIC	Foto/Image (Luas Layout)	Keterangan
1.	Pabrik Alsintan (Production & Maintenance)			- Di Kab. Lahat
2.	Pabrik Otomotif Pedesaan			- Di Kab. Lahat
3.	Warehouse / Storage untuk Plant & Spare Parts			- Di Kab. Lahat
4.	Delivery Area & Storage for CBU(CBU = Completely Built-Up)			- Di Kab. Lahat
5.	Dealer / Branch di Kota Lahat (Sales, Services, Spareparts, Survey of es, Sustain/Env.			- Di Kab. Lahat
6.	Lokasi Pemasok - Supplier material & parts, Parts/Motor/Pcu - Supplier untuk facility pabrik			- Di Kab. Lahat
7.	Other			- Di Kab. Lahat



Proses **produksi dan perakitan (assembly)** dilakukan di **Majalengka/Sentul, Pulau Jawa**, sebagai pusat manufaktur utama. Hasil produksi kemudian **didistribusikan melalui jalur logistik ke Kabupaten Lahat, Pulau Sumatera**, yang berfungsi sebagai **pusat penjualan dan distribusi (sales & distribution hub)**.

# IMAGE OF ALSINTAN & MOBDES/OTODES MANUFACTURING (PRODUCTION)



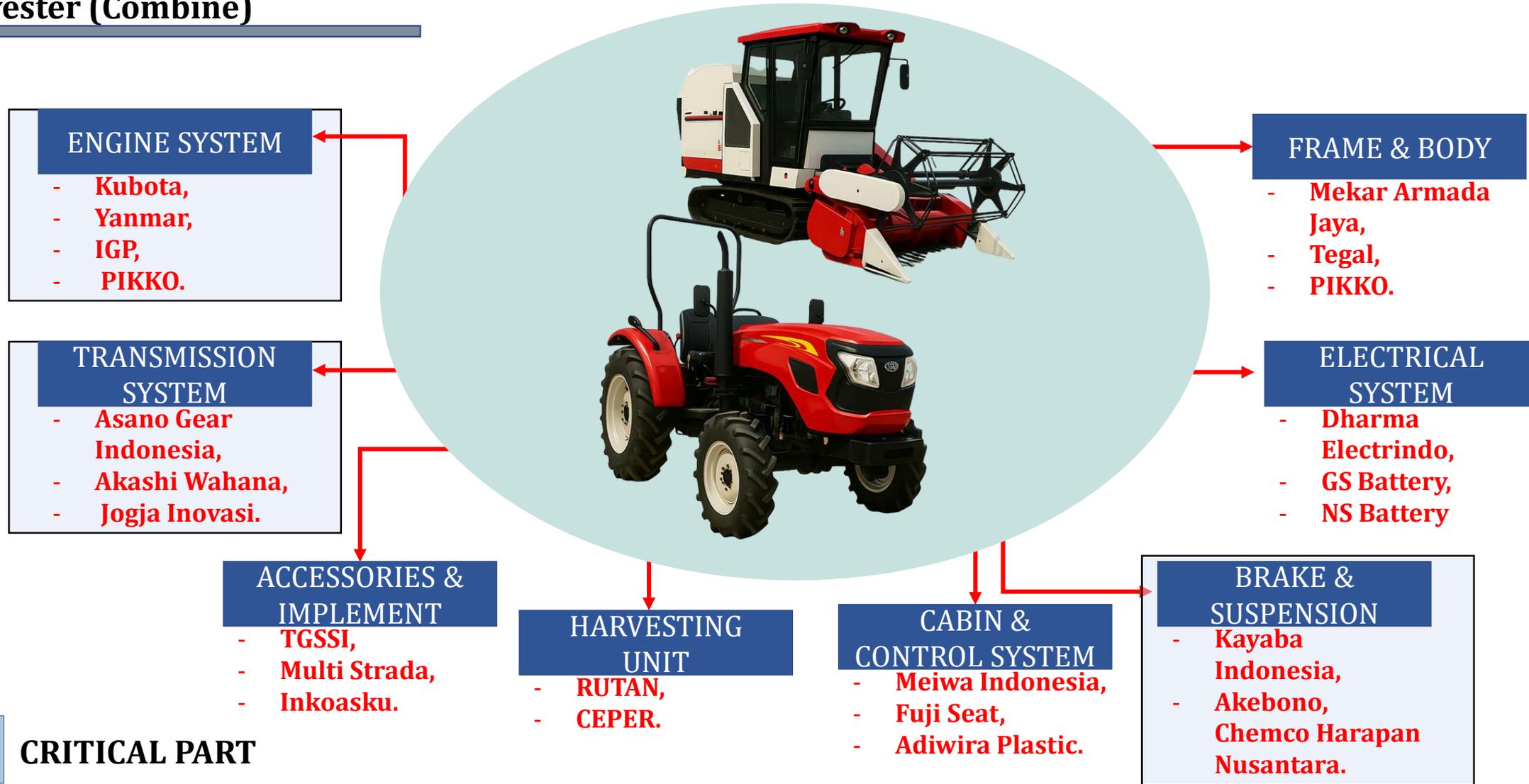
# MASTER PLAN OF PRODUCT COST (COGS) & THE PRICING AND ORDER PLAN

No	PRODUCT		Foto/Image	(COGS) → WSP → RSP	STEP 1 (Initial Order)	STEP 2 (Production Preperation)	STEP 3 (Mass Production)	Di Lahat	
					(November ~ December)	(January ~ March)	April ~ June	July~ Sept.	Octo~ Dec.
1.	Tractor (C/W Rotary Triller)			WSP= 99 Juta	3 Unit <b>(297Juta)</b>	20 Unit	50 Unit/Month	50u/m	100u/m
2.	Harvest or (Mesin Tanam Panen) (Combine)			WSP = 120Juta	3 Unit <b>(360Juta)</b>	30 Unit	50 Unit/Month	40u/m	100u/m
3.	R2 (Engine Biofuel)			WSP = 25 dengan box WSP = 20 tanpa box	5 Unit dengan box <b>(125Juta)</b> 5 Unit tanpa box <b>(100Juta)</b>	100 Unit	200 Unit/Month	100u/m	150u/m
4.	R3	VAN (EV)		WSP = 40Juta	5 Unit <b>(200Juta)</b>	50 Unit	100 Unit/Month	100u/m	150u/m
		BOX (EV)		WSP = 35Juta	5 Unit <b>(175Juta)</b>	50 Unit	100 Unit/Month	100u/m	150u/m
5.	R4	PICKUP		WSP = 120Juta	5 Unit <b>(450Juta)</b>	50 Unit	100 Unit/Month	100u/m	150u/m
		MINI VAN		WSP = 135Juta	(1 Unit) <b>(135Juta)</b>	(10 Unit)	(50 Unit/Month)	(50u/m)	(150u/m)
6.	Microbus ANGKLUNG (1,8x1,3x5,2m)			WSP = 395Juta	5 Unit <b>(2M)</b>	20 Unit	50 Unit/Month	40u/m	70u/m

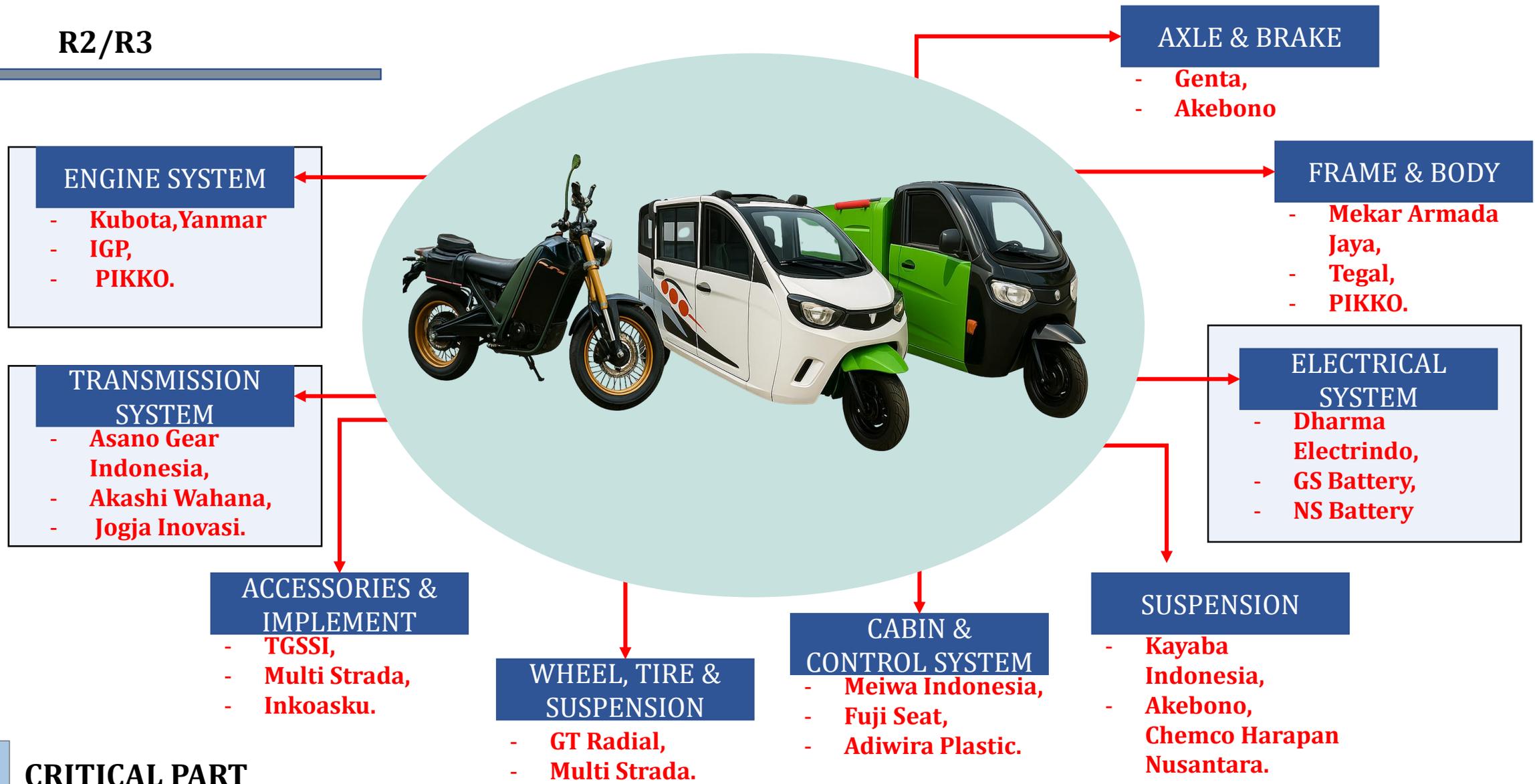
Untuk produksi awal & investasi awal untuk mesin & peralatan di supplier (3,8M X 1,7 = 6,5M)



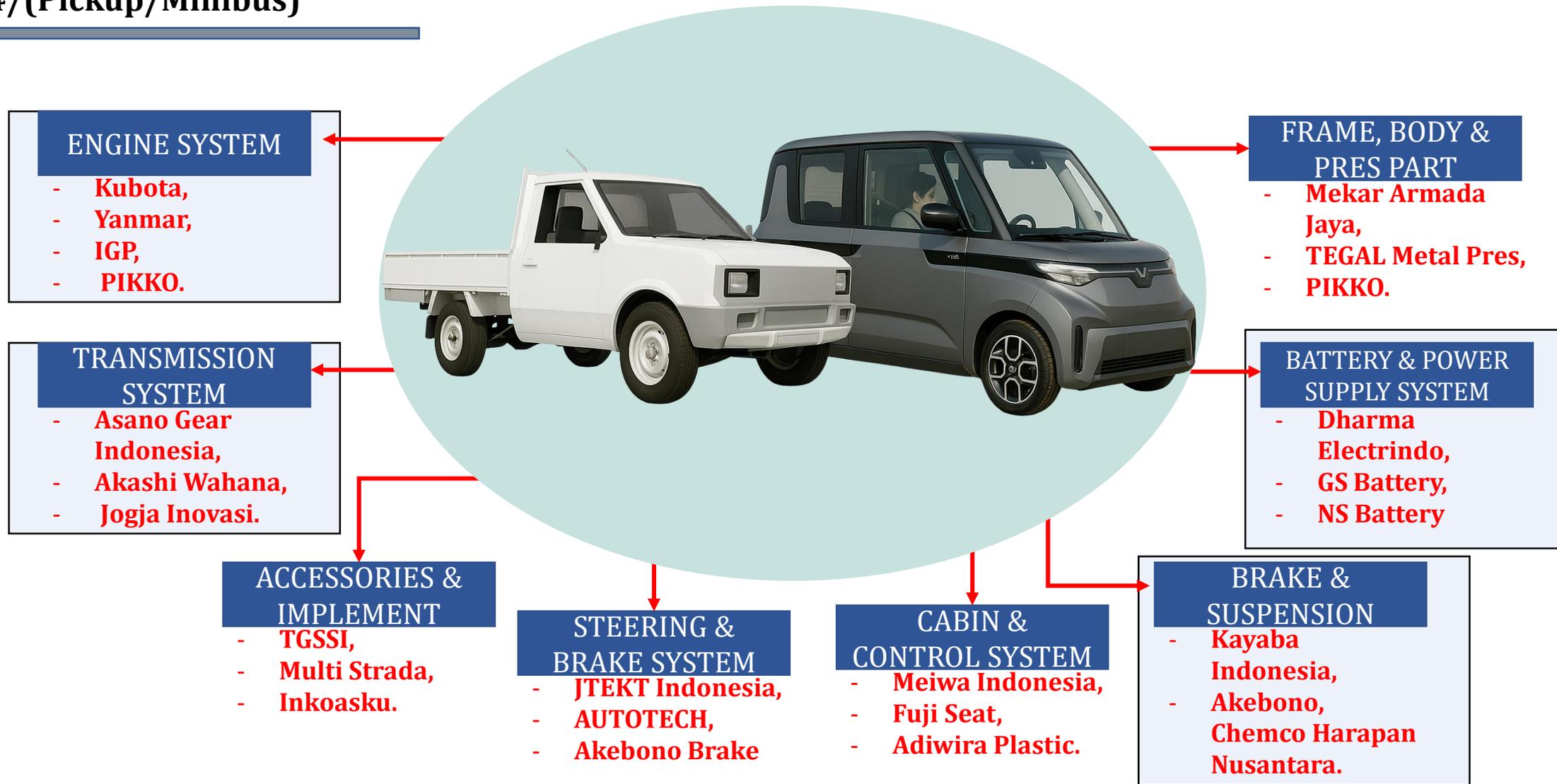
## Tractor (C/W Rotary Triller) & Harvester (Combine)



R2/R3



## R4/(Pickup/Minibus)



### Microbus Angklung



#### INTERIOR & ACCESSORIES

- AUTOTECH,
- PIKKO, APEK

#### EXTERIOR & ACCESSORIES

- ASAHI GLASS,
- GIAMM, PIKKO,
- APEK

#### ELECTRONIC & TELEMATIC SYSTEM

- PIKKO, GIAMM
- TTIA GROUP,
- HILEX, SRI

#### FRAME, BODY & PRES PART

- Akinawa, Ganding Tool,
- TEGAL Metal Pres,
- PIKKO team.

#### TRANSMISSION/ AXLE SYSTEM

- Asano Gear Indonesia,
- Akashi Wahana,
- Jogja Inovasi, YPTI

#### BATTERY & POWER SUPPLY SYSTEM

- PT. ABC, IMEV, BAGI, Dharma Electrindo,
- GS Battery, NS

#### ACCESSORIES & IMPLEMENT

- PIKKO, TGSSI,
- Multi Strada,
- Inkoasku/Pako,
- D-Tech Salatiga.

#### STEERING & BRAKE SYSTEM

- JTEKT Indonesia,
- AUTOTECH,
- Akebono Brake

#### CABIN & CONTROL SYSTEM

- P.Suwarno,
- Meiwa Indonesia,
- Pikko/RMA.

#### SUSPENSION & SUPPORTER GROUP

- Kayaba Indonesia,
- Chemco Harapan Nusantara.
- NKT/Ronny

## Microbus Angklung



### INTERIOR & ACCESSORIES

- AUTOTECH,
- PIKKO, APEK

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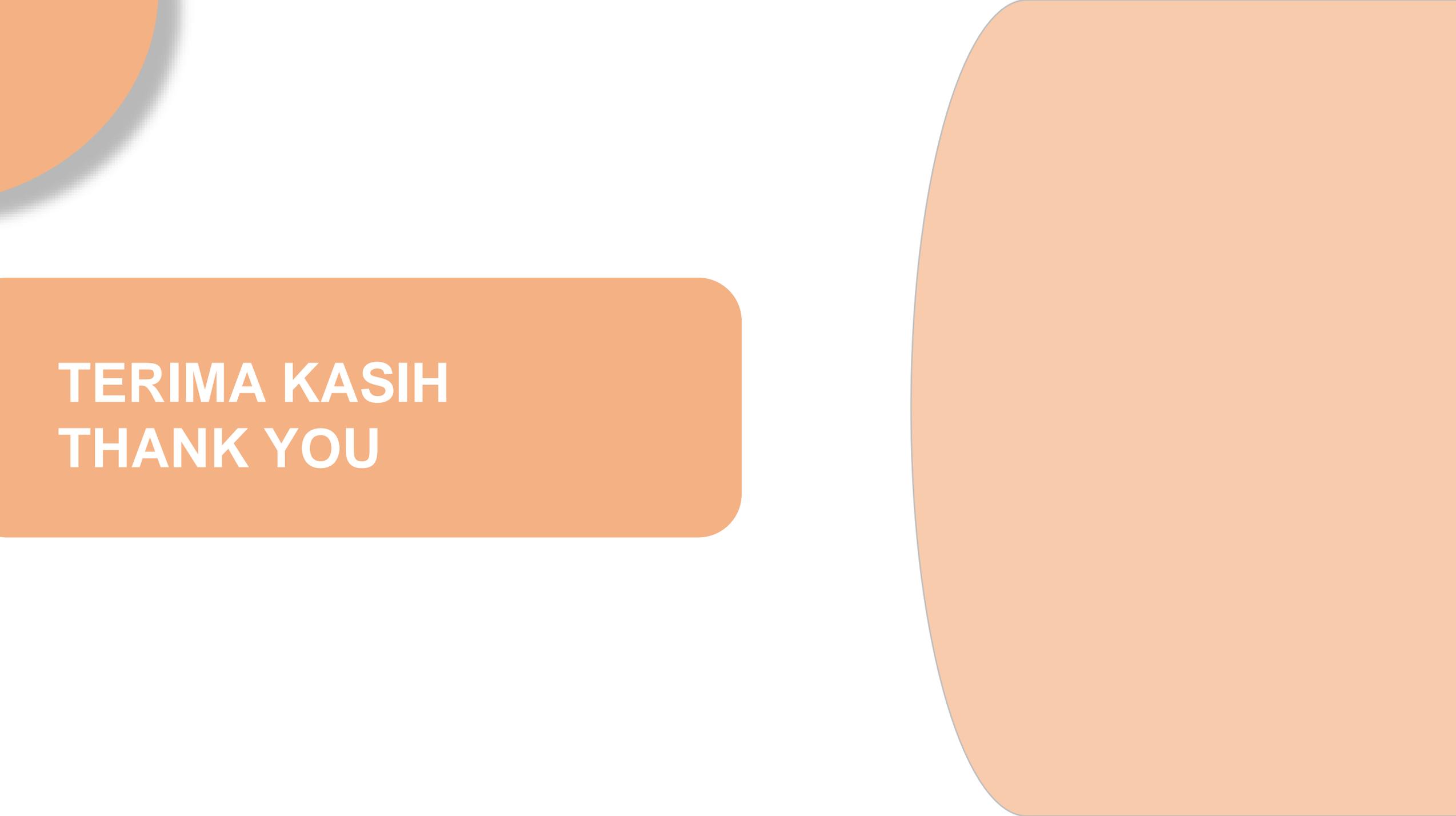
- JTEKT Indonesia,
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**TERIMA KASIH**  
**THANK YOU**