

Study on Industry and Market of BROTH SEASONING in Indonesia, 2011



Among housewives, popularly used as a seasoning broth extra spice in each dish complement household. In addition to the household, a home industry of street vendors and merchants such as merchant noodle dumplings and meatballs also use seasoning broth, even though major industries, such as instant noodles and snack industry, widely used spice broth. Also extends its market segment of the retail market for household, industrial markets and markets for industrial purposes horeka for hotels, restaurants and cafes.

Viewed from demography, Indonesia with a large population is a potential market. Many manufacturers consider the industrial market is still wide open and promising. However, if seen the development of players and its brand, nationally broth seasoning market share is still dominated by PT. Unilever Indonesia Tbk and its brand ROYCO. Ajinomoto Indonesia with a brand MASAKO. Other companies such as PT. Mitratama Rasa Sejati (SASA) and PT. Nestle Indofood Citarasa Indonesia (INDOFOOD, MAGGI) and others were not able to shake the market dominance of both the brand. Even other large companies PT. Miwon Indonesia with a brand LEZZAA and MAMASUKA not produced anymore.

The above conditions attract **PT. Corinthian Infopharma Corpora** to prepare the study report on "Industry and Market of Broth Seasoning in Indonesia, 2011". From these results, will be obtained important information about:

Broth Seasonings Industry Situation

- The number of registered companies related business broth seasoning of 46 companies, how many still exist in operation today? Who and what brands are still in operation (operation)?
- Instead of companies that do not operate (non-operation), there is already closed (close) or to stop production (stop operation) and those that plan to enliven the competition (plan), anybody & what brand?
- How much production capacity of each company?
- Company stock based on the type of seasoning, trademarks, variants and packaging.
- Companies and brands are imported any active part in broth spice market in Indonesia?
- Profile of firms that engaged in the industry's top seasoning broth?

Production of broth seasoning, 2005-2010

- How is the development of domestic production of seasoning broth?
- How is the development of production by type? Which is greatest?
- How can production according to the manufacturer? And how its contribution?

- ☑ *Export of broth seasoning, 2005-2010*
 - How the growth of export volume and value seasoning broth?
 - Which country export destination seasoning broth Indonesia?
 - Anyone who exports spices broth (the sellers)?
 - Brand What is exported?
 - Who are the buyers broth spice exports abroad (buyers)?
 - Compared to national production, how big is the ratio of export?
- ☑ *Import of broth seasoning, 2005-2010*
 - On the import side, how the growth of imports of seasoning the broth? Will increasingly imported product?
 - From which country Indonesia broth was used to import the spice?
 - Anyone who imports seasoning broth (the buyers)?
 - Brand What is imported?
 - Who are the suppliers abroad seasoning broth (sellers)?
 - Compared to exports, how the foreign trade balance of seasoning broth Indonesia?
- ☑ *Consumption/market Volume on broth seasoning, 2005-2010*
 - How much growth in consumption / market volume seasoning broth?
 - How can the average consumer?
 - How is the development by type, whichever is the greatest?
 - How the development of market segments, where the greatest?
 - How to spice broth product ratio of imports to domestic consumption?
 - How is the market volume in each company and brand, which one is the biggest?
 - How the contribution of each company and brands by type?
- ☑ *Market Value on broth seasoning 2005-2010*
 - How is the development of the market value of seasoning the broth?
 - How the development of market value by type of contribution?
 - How the development of the market value of the contribution by market segment?
 - How is the market value of each company, whichever is the greatest?
 - How is the market value of each brand, whichever is the greatest?
 - What is the contribution of each brand by type? Who's the greatest?
- ☑ *Marketing of broth seasoning*
 - How to spice broth marketing distribution channels and anyone else who become distributors?
 - What do the campaign? And how many retail selling price?
- ☑ *Prospect of Market broth seasoning 2011-2015*
 - What about the projections of production, import and supply seasoning broth in the future?
 - How to projected consumption, exports and demand for seasoning the broth in the future?
 - What about market prospects for seasoning the broth in the future?
- ☑ *Directory of broth seasoning companies*

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For your attention and good response, we thank you.

Sincerely yours,



Syafri Ahmad Siregar
Managing Director

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