



Indonesia Services Dialogue Series 2 – Distribution Services

25th March 2015



Introduction



IKEA Indonesia Services



IKEA Indonesia Service Providers

	Percentage of sales*	No. people**
Delivery & assembly	14.2%	65
Marketing expenditure	7.8%	90
Distribution - port to store	2.9%	30
Customs brokers	2.6%	30
External storage capacity	1.4%	12
Security	0.3%	35
Catalogue distribution	0.3%	150
Cleaning	0.1%	77
Total services	29.7%	489
* Estimated % of annual sales		
** Estimated number of indirect employees		

INFRASTRUCTURE







Affordability & Value



Recommendations

- Clarity & stability of regulation
- Leverage the significant impact of third party services in the retail sector
- Clarity on infrastructure planning & deliverance
- Prior consultation with industry on efficient and effective legislation
- Encourage “Export lead economy thinking!”