



# PT. Multi Global Persada



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## About Multi Global Persada



**Multi Global Persada** also known as MGP was first founded in August 2012 in Surabaya, Indonesia. With our first brands, **BOON** and **MyBrestFriend** to join us. Our first mission was to distribute our baby products to the entire major baby shops in Surabaya and our revenues keep increasing significantly every year since we have started promoting and distributing these brands.

Moving forward to our startup year, by the end of 2012, we have already started to branch out our distributions to several major cities in Indonesia such as: Jakarta, Semarang, Tangerang, Malang, Makassar, Banjarmasin, Manado, Bogor, Medan, dan Bandung.

In 2013, we expanded our business by having bigger warehouse, distribution center and additional logistics service for our customer nationwide. In the same year, we added yet another great brand, **SmarTrike**.

As our customer base are growing, getting bigger and bigger, Multi Global Persada have managed to open a new branch office in Jakarta, the largest city in Indonesia, in June 2014. The purpose in opening the Jakarta branch office was to have better customer service, distribute faster, and bigger networks to our business partners. Also in the same year, we have had 4 Baby Fairs in two major cities Jakarta and Surabaya.



In 2015 we welcome our newest brand, which was **RECARO** to join our family. RECARO is also a well-known international brand. This brand solidify our target market as Premium Market. Our vision are slowly becoming reality, we are consistently having unique, useful, innovative and healthy products for moms and babies in Indonesia.

Looks like we are not stopping just there, 2016 is the new era for our new collaboration with **The First Years** brand. This is our 2nd brand with TOMY, you will expect great products and services from this teamwork.

By the end of year 2017 we added more brands, such as **Doona** into our portfolio. We also expand our distribution to other cities, such as Bali, Cirebon, Kupang, Yogyakarta, Solo, Pekanbaru, Bekasi, Samarinda, Depok, Palu, Balikpapan, Lampung, Jember, Blitar, Tulungagung, Kudus, and Palembang.

At the start of 2018, currently we have managed both international and local brands alike, with a total of 7 great brands. We will keep spreading our wings and expand to conquer Indonesian market in this industry. Look for more additional brand for MGP in the next years to come. Will you be our next brand?

## Message from Director & Vision Mission



**Gunawan Tjakrakusuma, B.Sc**

*Director*

### **Innovative Product and consistent Price Control are everything.**

Our Company with unique products, useful designs, innovative and healthy products for babies and moms are the strong weapons for us to consistently exist in this baby product distribution business.

We are confidently maintaining a 101% customer satisfaction by maintaining great after sales service, price control in all modern, online and traditional market in Indonesia.



**Kelly Shintana, B.Sc**

*General Manager*

### **Our Mission**

- ★ Brand and Product awareness in all modern, traditional, and online markets in Indonesia
- ★ Maintaining 101% customer satisfaction by having a great service center, great after sales service, great price control, and great distribution.
- ★ Creating the best conditions as a work and achievement for all employees
- ★ Increase our customer's confident and revenues with our baby products
- ★ Value and Proud added for moms and babies that using our baby products



## Our Major Retailers



## List of Principles Represented by MGP



[www.booninc.com](http://www.booninc.com)



[www.mybrestfriend.com](http://www.mybrestfriend.com)

# hamilton.

[www.hamilton.baby](http://www.hamilton.baby)



[www.smart-trike.com](http://www.smart-trike.com)



[www.thefirstyears.com](http://www.thefirstyears.com)



[www.hauck.uk](http://www.hauck.uk)



## MGP Baby Events





# Booth Gallery



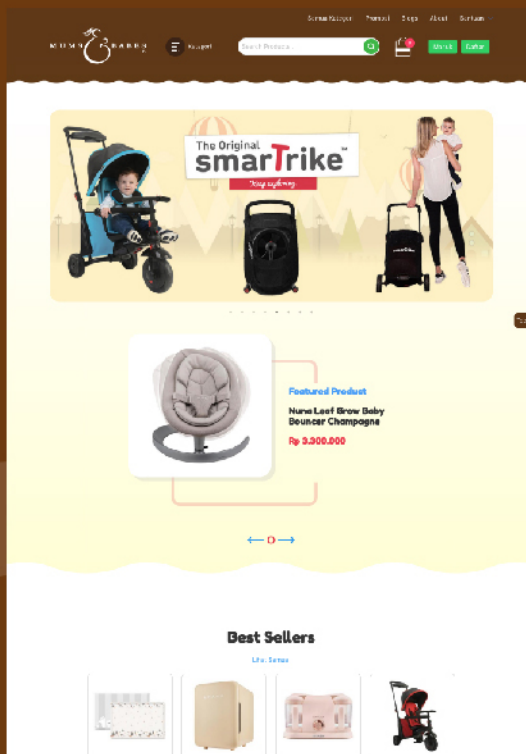
## MGP Activities



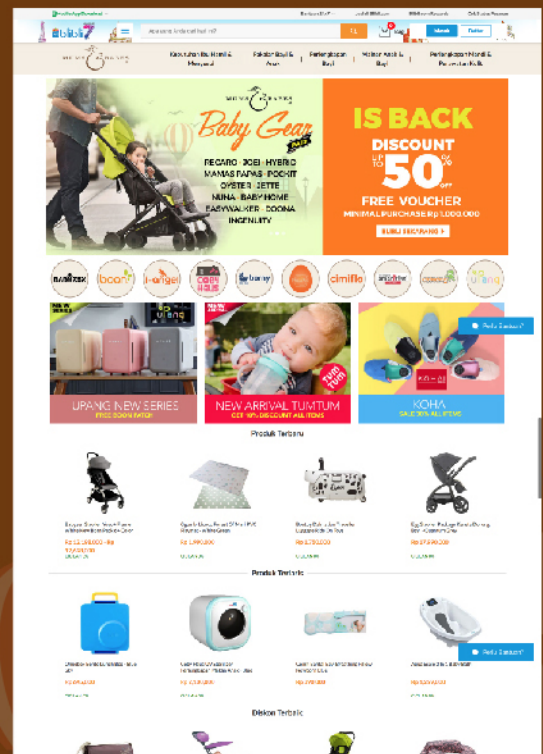


# Joint Venture

**MGP** joins with **J&E** Singapore bringing **Mums&Babes** to Indonesia



[www.mumsandbabes.id](http://www.mumsandbabes.id)



[www.bilibli.com/anchor/mumsandbabes](http://www.bilibli.com/anchor/mumsandbabes)



## About J&E Singapore ( Equip Medical Corp )

Equip Medical was first started in 1986 as a sole proprietorship by the current Group CEO, Mr. Jimmy Tay. Back then, he had his hands full with sales calls in the morning and paper work at night. Eventually, his hard work and effort paid off; as the company grew in the 1990s, Equip Medical Pte Ltd ("Equip") was incorporated, and that marked the beginnings of the collective business units now known as Equip Medical Group of Companies.

Being in the industry for more than 25 years, Equip has had extensive dealings with both manufacturers and users of medical devices. Many years of cumulated experience have helped the company achieve the status as a major medical equipment distributor in Singapore and the region. Equip's carefully selected and comprehensive product range, include products manufactured in Japan, USA, UK and Europe.



# List of Principles Represented by J&E

[ Baby & Medical Product ]



## MGP Offices



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