



F-Plat Indonesia

COMPANY PROFILE
2020

What We Do



Digital Promotion

**Market Survey & Information
Gathering**

Digital Marketing

**Recruitment & Coupon
Advertising (Coming Soon)**

Other Business Consulting Services

Overview

PT. Fortuna Platina Indonesia (F-Plat Indonesia) is a digital promotion, market survey, and business consultation company. Our main product is Licorice, a market survey platform and advertisement that can be used for product design and development. Our application can be used to solve your business problems.



Licorice

Licorice is a mobile promotion and data gathering application that we develop in Japan and Vietnam. We use high security standards that enable our users to fill out the survey and see the ads without fear of personal data leaks or misuse. Our clients will get real data from our highly diverse users.

Digital Promotion

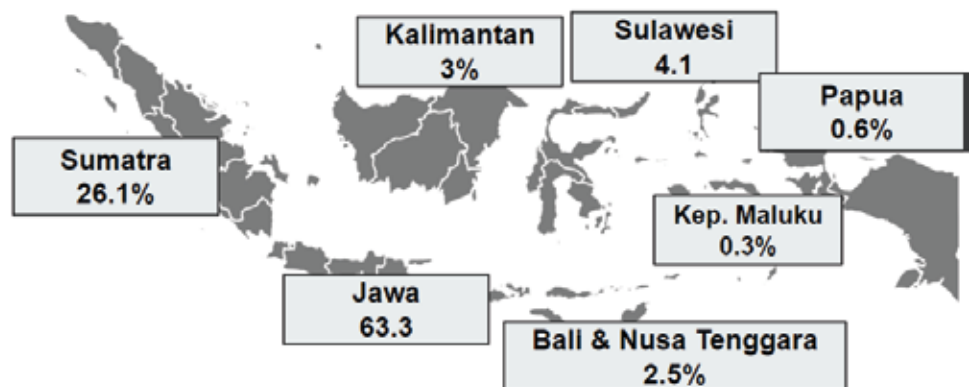
Market Survey
& Information Gathering

Digital Marketing
(Web, E-Commerce, Etc)

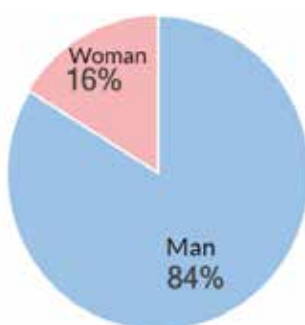
Recruitment & Coupon
Advertising
(Coming Soon)

You can choose your own filter for the market survey:
Gender, Age, Domicile, Marital Status, Has a child or not

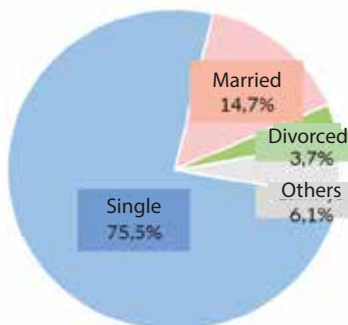
Respondent Profile



Gender



Marriage Status



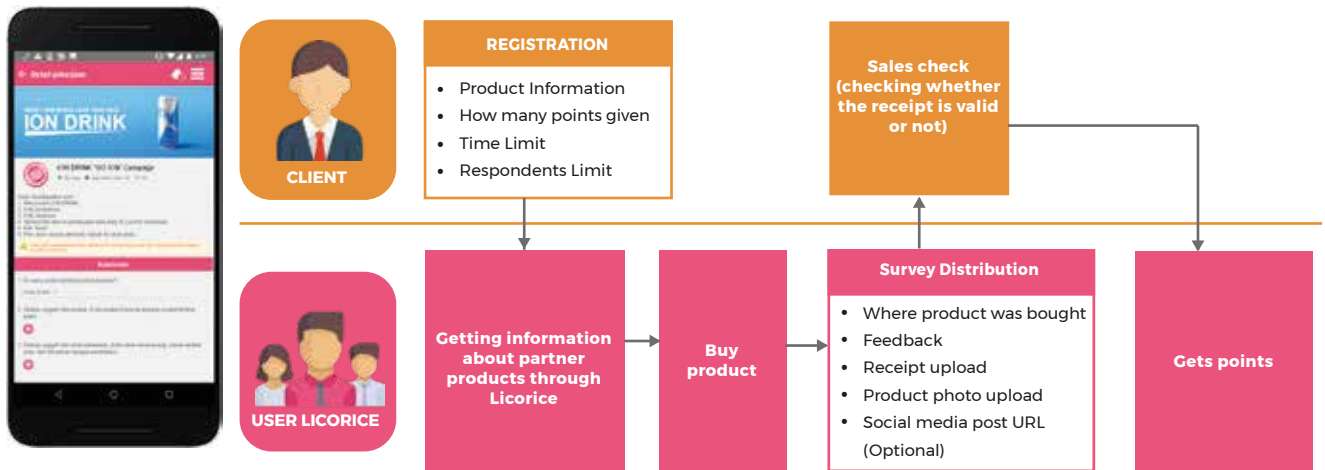
Age



1. Digital Promotion

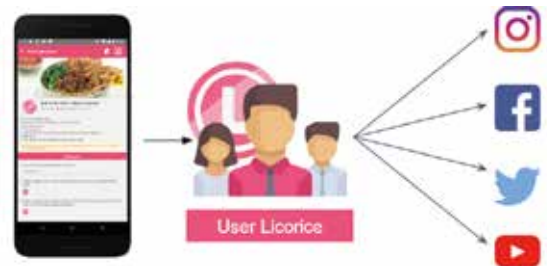
Pointback Campaign

Promote your product/service by using Licorice, and let our user review your brand! Pointback Campaign is a menu where you encourage our users to make purchases for your company by offering them points as they purchase and review the product/service. This is also a pay-per-result menu so you will have to pay only for the real purchased product! You can also add the User Endorsement Option so your customer will endorse your product/service to their friends via their social media accounts.

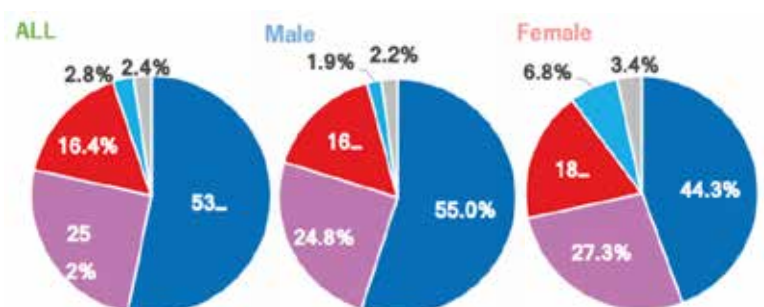
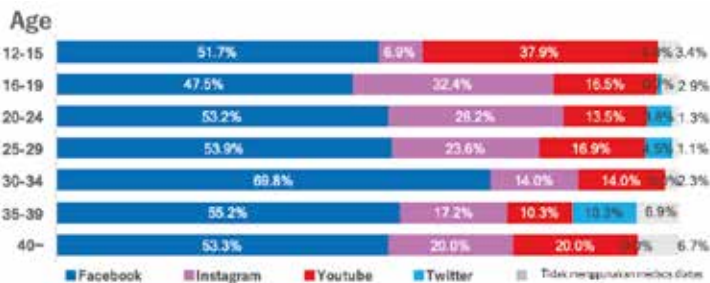


Pointback Campaign - User Endorsement Option

This is an option where you can use our user (who are active on social media) to endorse your product/service. By having our users endorse your brand, the new potential market would have more intimate feeling towards your product/service.



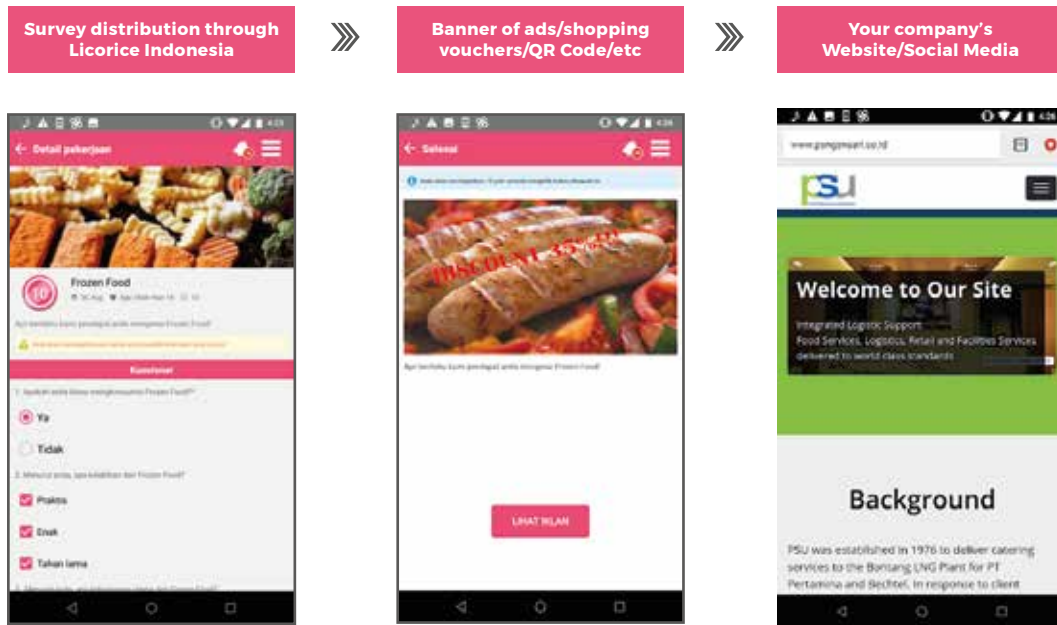
Social Media Usage of Licorice Users



Digital Promotion Survey

Objectives:

- Sending business ads directly to users who are interested with the client's business
- Increasing traffic of client's online page (website, social media)



2. Market Survey

Brand/Product Development Survey

- Insight new project/produk
- Estimation for customer demand (Price, current trends, etc)
- Swot Analysis (Customer POV)
- Etc

Consumer Satisfaction and Loyalty Survey

- Customer Satisfaction
- Customer Loyalty
- Brand Switch Analysis
- Etc

Product/Brand Evaluation Survey

- Brand Awareness
- Market Share Mapping
- Brand Competition Mapping
- Etc

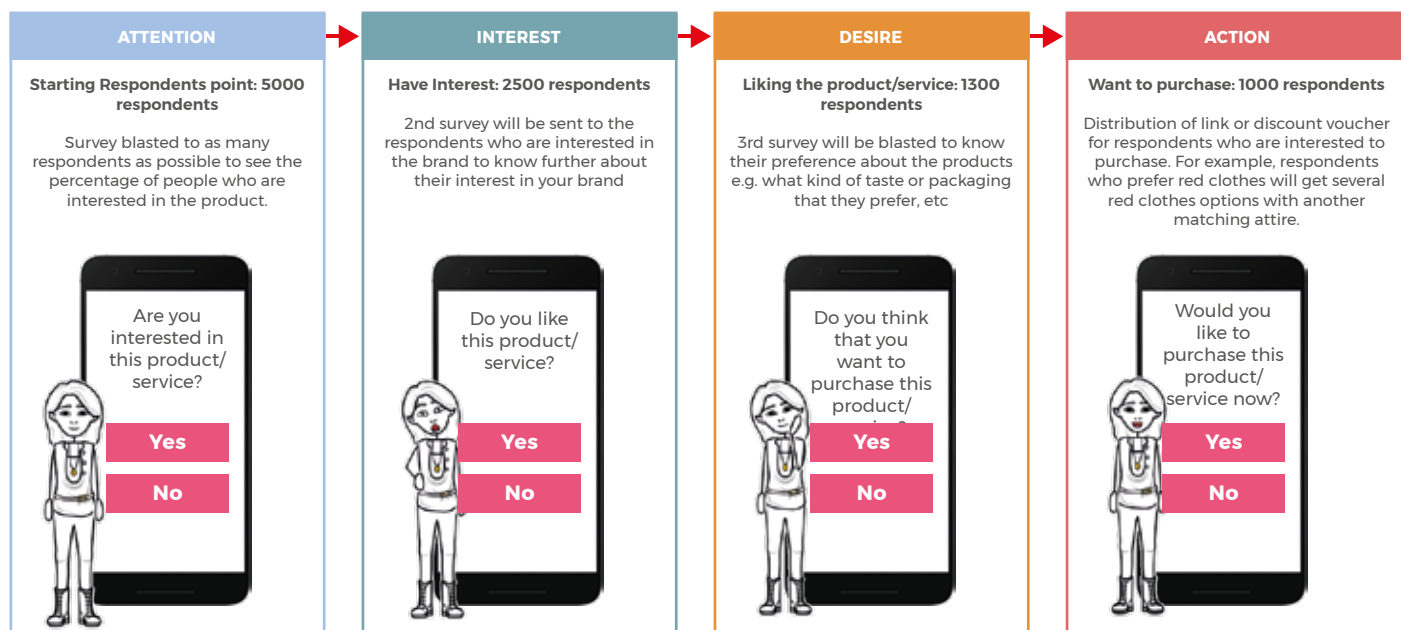
	Market Survey by Licorice	Manual Market Survey
DESCRIPTION	Survey can be easily executed via Licorice Indonesia app (Android and iPhone), where we have more than 700,000 users spread all over Indonesia. Clients can choose specifications to filter the respondents according to their target market.	Survey is executed by directly approaching respondents, distributing manual survey on paper that will be compiled by our field staffs, and then processing the data.
ADVANTAGE	<ul style="list-style-type: none"> • Survey through Licorice Indonesia app • 250 Respondents • Maximum 8 questions • Survey duration maximum 14 days • Does not include respondent specifications and report (please contact our sales staff) 	<ul style="list-style-type: none"> • Manual survey available to Jabodetabek area only • Includes respondents seeking, manual survey activities, observation during distribution, interviewing 5 respondents regarding the product/service • Documentation in the form of photos • 20-25 respondents/day/person • Specifications are only location and gender (women or men) • Written report

Customer Engagement Survey

This service is a series of process where survey will be dispatched to the same target market, in 4 steps of Customer Purchasing Decision Strategy (AIDA). The purpose of this menu is to strengthen the interest of the customers toward client's product/services, and increasing the loyalty of the customer with said product/services.

The first survey will be sent to a large number of respondents. From the first survey, there will be a portion of users who have potentials to be a fan of a product. The filtering process continues, until finally the remaining respondents are the potential consumers of the products

Simulation



3. Generating Content

Objective:

This service gathers photos and images that are related to a certain theme that can be used as real proof for analysis or even used as data source to complete a written survey. We will also do data checking manually to eliminate data that seem irrelevant and/or fake.

Example:

Question: "Let's share your lunch menu today!"

Respondents: 500 people

Time survey was dispatched: 10:30 AM WIB

Result (Several from 500 responses):



4. Local Information Gathering

Objective:

We can help you gather local database of distributor/vendor/factory companies that have been filtered and checked by phone call by our staff, and ready to be used.



5. Special Branding Package

	Strategic Branding Package	Strategic Branding Package (Basic)
DESCRIPTION	A package for survey, market analysis towards product/service, and its applications to digital promotion activities. After this package is executed, we expect an increase in sales figures of our client's product/service, as well as having a strong branding .	Similar with strategi branding, however the time period is only for 1 month. After this package we expect that there will be a marketing strategy that suits your product/service as well as a feasible base for client branding .
ADVANTAGE	<ul style="list-style-type: none"> Survey through Licorice Indonesia Application (max.8 questions) Report that includes survey results and business insights Social Media Page Traffic Support by Licorice Indonesia Social Media Strategy (digital concept & planning, report & measurement, social media guideline) Social Media Content (25 IG Post, 5 Story, product photo, copywriting & design development, up to 2x revision) Social Media Management (posting,responds,-monitor) Instagram Ads (Up to 300,000-500,000 impressions) 	<ul style="list-style-type: none"> Survey through Licorice Indonesia Application (max.8 questions) Report that includes survey results and business insights Social Media Content (25 IG Post, 5 Story, product photo, copywriting & design development, up to 1x revision) Social Media Management (posting,responds,-monitor) Instagram Ads (Up to 300,000-500,000 impressions)
	Survey : 14 Work Days Digital branding & promotion : 6 Months	Survey : 14 Work Days Digital Branding & Promotion : 1 Bulan

	DESCRIPTION	ADVANTAGE	
Branding Only Package	Menu that is dedicated 100% towards product/service branding development. Client can pick from 1 month or 6 months package.	<ul style="list-style-type: none"> Social Media Strategy (Only for 6 months package) Social Media Content (25 IG Post, 5 Story, product photo, copywriting & design development, up to 1x revision) Social Media Management (posting,responds,monitor) Instagram Ads (Up to 300,000-500,000 impressions) 	1 Month atau 6 Months (and its multiples)

6. Digital Marketing Services

E-Commerce Traffic Support By Licorice



Execution period:

Minimum 5 working days

Maximum depending on the total of target user numbers.

A business promotion service where we bring Licorice Indonesia users to visit your online business page to increase traffic and opportunity of overall sales figure. The total number of Licorice Indonesia application user is more than 700,000 that is spread all over Indonesia.

Advantage

- 5,000 Licorice Indonesia users will be guided to visit your Online Business Page.
- You will be able to advertise your business to minimum of 5,000 of our users.
- You can give survey questions through Licorice Indonesia (max. 3 questions)
- Report of user opinion concerning your questions that can be used to advance your business.

General Product/Service Socmed Promotion



A service to set up digital ad, through social media such as Facebook and/or Instagram

Execution period

Minimum 14 working days

Advantage

- Simple Social Media Content (Max 8 Post per Month) + 2 Story
- Media social ad banner design according to existing standards
- Setting up target audience according to client request
- 1 time revision
- Report of ad activities

**Social Media Management Option Available for extra fee! Includes:*

- Responding comments/DM that comes in daily
- Daily traffic observation
- Full report in regard to advertising, social media branding, and business insight activities based on followers' input that can be useful for your business advancement.

Homepage Creation

Homepage/website creation service for your business branding activities. Before being developed, our staff will do a brief interview with client to get a brief about what kind of website that the client would like.

Advantage

- A flexible website development according to what the client wants
- The design can be in the form of your online portfolio
- Price includes 1 year domain special for your business (can be renewed annually)

*Option to include Dashboard to change contents for client is available



Execution period:

Starting from 5 working days (depending on website content)

Online Shop Creation + First Promo Setup



A service to create online shop on Tokopedia/Shopee/Lazada/your e-commerce of choice. This package includes advertisement of your online store through Licorice Indonesia. Your online store will be visited by 5000 users from our application, to help your promotion activities and increase the potential of sales.

Advantage

- Registration and creation of online store
- Creation of online store banner
- First products stocking (up until 20 types of product)
- 5000 Licorice Indonesia users will be brought to your online business page
- You can advertise your business to minimum 5000 of our users
- Survey through Licorice Indonesia regarding your business (max. 3 questions)
- Report of user opinion concerning your questions that can be used to advance your business.

*Manual book on how to sell through online store is also available for Rp 150.000

Coming Soon Menu

7. Coupon Advertisement



8. Job Vacancy Advertisement

This is a menu where you can advertise your job vacancy, so you can reach people who match your criteria. Not only the users, but they can also introduce the job vacancy to their friends and family, and in the end both of them will get incentives.



Portofolio (Interview with Past Clients)

TLW Projects (Tour and Travel Company)



Sarah P. Giani (Owner)

What was the reason for you to use our service?

We are an Indonesia private tour business that currently focussing our destination in South Korea. Currently it is going really well, and we would love to expand our destination to other country. We are a small business, so we have to expand our destination one by one. We decided to use PT Fortuna's service because they are using an app as survey and promotion distribution medium, and I think that's really interesting. Their price was really cost-friendly too so I think we'll try using the service.

What do you think about our service?

Our clients are mostly Indonesian who are above 18 year-olds and have income above Rp 5 Million. We asked PT Fortuna whether it's possible for us to send the survey only to that specification, and they said it's no problem so that's nice. Also, our business currently using Instagram as our main promotional page, PT Fortuna also helped us on our social media promotion. They even give us the report for the social media promotion activities.

What do you think about the report?

The report was good and easy to understand. I like the conclusion part, when they give us inputs and insights. The graphic was easy to read and the explanation was good. I realized that their market survey is a bit different from the one that research company does. PT Fortuna's market survey was more like customer feedback report, it feels like we are doing in-depth interview with each respondents.

What do you think about our staff?

Mr. Arli was really friendly and easy to talk to. The discussion session was helpful and full of ideas. I am satisfied with their overall service.

Is there anything else you want to add?

Thank you very much for the insightful report, I will read it again and decide which country will be our next destination!

PT Tiga Pilar Sejahtera Food Tbk (FMCG)



Melinda Purnamasari (Marketing Research)

What was the reason for you to use our service?

Right now we are always developing new snack products that suit the market demand. That is why we need market insight regarding the new product that we have already launched as well as products that will be launched.

What do you think about our service?

With this mini survey, we can acquire insights about distribution effectiveness and a program for the new product that we have launched already. Interestingly, F-Plat can do a survey in a very short time with respondents that we can filter based on area and age.

What do you think about the report?

With report from F-Plat we can evaluate which region that still lack product distribution and with region already has sufficient distribution, as well as evaluate distribution effectiveness and a program for new product that we have launched already.

What do you think about our staff?

We are very satisfied with Mr. Hadi's service who is very communicative and helps us with insights in regard to which survey that we might need, as well as a competitive price.

Is there anything else you want to add?

We are very satisfied with F-Plat team's service. With the number of new products that we plan to launch we need market insight for that product in the future. We plan to use F-Plat's service again to evaluate our program or to acquire another market insight.

Licorice

Join Licorice Indonesia now and get points for Tokopedia and other marketplaces giftcards!



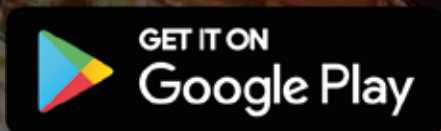
Licorice is a smartphone application that we use for our services to help you improve your business for promotion, market survey for insights, product development, and problem solving.

Promotion

Market Survey
& Content Gathering

Recruitment
(Coming Soon)

Coupon
(Coming Soon)





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