

# Garments

Essential sourcing intelligence

March 2012

US\$100

## Indonesia supplier profiles

Detailed profiles of 33 suppliers with verified manufacturing and export credentials

## Product gallery

Specifications and full-color images of 179 top-selling export products ranging from T-shirts to dresses

## Industry trends

Coverage of current issues, plus insights into supply centers, products and pricing



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Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a nongovernmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and creating lasting jobs in developing economies.

## Supplier capability in Indonesia

## GARMENTS

The garment industry in Indonesia is placing emphasis on efforts to enhance competitiveness.

Suppliers are increasingly moving away from labor-intensive manufacturing steps and incorporating modern equipment in their production lines. Design processes are being given a boost as enterprises hire foreign-based fashion stylists knowledgeable of emerging trends in major overseas markets.

The utilization of alternative fabrics that cost lower and are more sustainable than conventional textiles is also becoming prevalent in the sector.

Besides these trends, the industry benefits from a number of competitive advantages. The most important of these is the high level of workmanship imparted on most types of garments. Models commonly feature modern and conventional style elements.

## Key findings

1. Price trends over the next six months are generally unclear as suppliers featured in this report are almost equally divided as to whether quotes will increase or stay unchanged. Makers that expect prices to go up point to the rising cost of raw materials. Enterprises that forecast stable quotes identify the thrust of many SMEs to remain viable amid intense competition.
2. Garment exports from Indonesia have largely been improving over the past five years. It is forecast to sustain this development until at least 2015 as demand from large economies continues to recover from the effects of the global economic crisis.
3. The sector emphasizes models aimed at the midrange and high end to avoid direct competition with other sourcing centers in Asia that cater primarily to the low-end segment. Manufacturers focus on items that feature decorative elements such as printed patterns and bright colors. Companies addressing the "green" market concentrate on models made of fabrics such as organic cotton.
4. The most crucial challenge facing the industry is the insufficient domestic availability of fabrics, especially cotton. The bulk of raw materials is imported, exposing makers to considerable losses when textile prices fluctuate in the world market.
5. The largest supply hub for garments in Indonesia is the island of Java, which is home to over one-half of manufacturers in the country.

## Objective, methodology &amp; scope

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

This Indonesia Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in merchandise crafted by hand.

To produce this report, large, midsize and emerging manufacturers, all with substantial export experience, were surveyed. The selection of suppliers is designed to reflect the composition of the industry in Indonesia in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers the main types of garments available in Indonesia, including casual clothing, formal and sleepwear, and baby and children's apparel. Each product category has its own price guide that describes the important features of models for the low end, midrange and high end.

## In this report

- 16 in-depth company profiles
- 17 short company profiles
- 179 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within Indonesia.

The Products & Prices section details the features and price ranges of garments. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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## Ariflorida

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Ariflorida started operating in 2008. The supplier posted \$50,000 in total revenue in 2010.

Australia and New Zealand are the primary overseas destinations, taking up one-half of overseas sales in total. Other export markets are the US, France, Italy, Germany and Spain.

Twenty percent of orders are made under OEM basis. Three-fifths of shipments consist of formal wear. Casual and children's clothing take up the rest.

The best-selling items are dresses, which are priced between \$8 and \$400. Models made of rayon start at \$8.90. Wedding gowns that adopt silk and feature intricate beadwork reach \$390.

Cotton, polyester, rayon, silk, spandex, satin and chiffon are purchased from suppliers in Bali's provincial capital, Denpasar.

The owner works closely with buyers on customized orders. Up to 20 models are released every month. Samples take one to three days to complete,

depending on the complexity of design.

Ariflorida has a 400sqm factory in Denpasar. Cutting, sewing and packing are done in-house. Beadwork is subcontracted to local craft villages.

There are six full-time employees. Up to 10 additional workers are hired during the peak seasons, which are from May to July and October to February.

The company can manufacture 1,500 pieces a month. The average monthly output is 900 pieces.

The QC team is composed of the owner and two inspectors. The quality of raw materials and sewing are examined.

Products are usually placed in polybags and cartons. Clients' preferences for packaging are accepted. The minimum order requirement is 10 pieces per model.

The supplier will further expand its presence in the Asia-Pacific region over the next 12 months.

### Capability

#### Materials used

Cotton	Yes
Polyester	Yes
Silk	Yes
Spandex	Yes
Eco-friendly (organic) fabric	No
Other	Yes

#### Exports by product

Casual wear	35%
Formal wear	60%
Sleepwear	–
Baby & children's wear	5%

#### Exports by market

North America	10%
EU	40%
Europe (non-EU)	–
Asia-Pacific	50%
Middle East	–
Other	–

### Contact details

#### Business contact

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www.globalsources.com/ariflorida.co

#### Address

9A Jalan Gunung Salak Utara, Denpasar, Bali, Indonesia

### Company facts

Year established	2008
Head office location	Denpasar (Bali)
Ownership	Locally owned
Factory location(s)	Denpasar (Bali)
Full-time employees	6
Part-time employees	10
Total annual sales (all products)	\$50,000

### Sales & output: Garments

Annual sales	\$50,000
Share of total sales	100%
Annual export sales	\$40,000
Total monthly capacity	1,500 pieces
Average monthly output	900 pieces
Capacity utilized	60%
Average monthly exports	500 pieces
Export ratio	56%

## PRODUCT GALLERY

### Casual wear



**Ariflorida**  
 (profile page 26)  
**Model:** ARI-04  
**MOQ:** 10 pieces  
**Packaging:** Polybag, carton  
**Delivery:** 4 days  
**Price:** \$45  
**Description:** Maxi dress; chiffon and satin; S to L; in various colors



**Ariflorida**  
 (profile page 26)  
**Model:** ARI-05  
**MOQ:** 100 pieces  
**Packaging:** Polybag, carton  
**Delivery:** 4 days  
**Price:** \$11.23  
**Description:** Halter top; rayon; brass and wooden bead trimming; S to L; in various colors



**Ariflorida**  
 (profile page 26)  
**Model:** ARI-06  
**MOQ:** 10 pieces  
**Packaging:** Polybag, carton  
**Delivery:** 4 days  
**Price:** \$50.56  
**Description:** Maxi dress; chiffon and satin; plastic and glass bead trimming; S to L; in various colors



**Ayu Tailor**  
 (profile page 28)  
**Model:** AT-01  
**MOQ:** 50 sets  
**Packaging:** Polybag, carton  
**Delivery:** 7 days  
**Price:** \$62  
**Description:** Shirt-and-shorts set; 100% cotton; S to XL; in various colors



**Ayu Tailor**  
 (profile page 28)  
**Model:** AT-03  
**MOQ:** 50 pieces  
**Packaging:** Polybag, carton  
**Delivery:** 7 days  
**Price:** \$64  
**Description:** Sundress; silk; S to XL; in various colors



**Ayu Tailor**  
 (profile page 28)  
**Model:** AT-04  
**MOQ:** 50 pieces  
**Packaging:** Polybag, carton  
**Delivery:** 7 days  
**Price:** \$14  
**Description:** Henley; 100% cotton; buttoned placket; S to XL; in various colors

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