

# Outdoor Furniture

Essential sourcing intelligence

June 2011

US\$100

## Indonesia supplier profiles

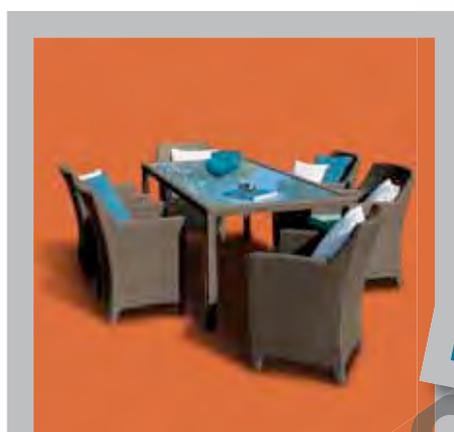
Detailed profiles of 33 manufacturers with verified production and export credentials

## Product gallery

Specifications and full-color images of 161 top-selling export products ranging from park benches to garden tables

## Industry trends

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



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

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Supplier capability in Indonesia

## OUTDOOR FURNITURE

Indonesia's outdoor furniture industry is on the upswing after suffering losses over the past two years. Increasing demand from new export markets, which have taken notice of unique designs from the country, is pushing the sector's recovery.

The industry benefits from a number of competitive advantages, chief of which is its long history of furniture production. Manufacturers are highly experienced in creating models that blend different cultural influences. Easy access to most raw materials is another strength. Teak and rattan, two of the most common materials utilized, are readily sourced within the country.

The industry concentrates on the low-end and midrange markets. Items that come in conventional styles are typically assembled using wooden slats. Modern designs highlight woven items that come in various patterns.

### Key findings

1. The majority of suppliers interviewed for this report plan to keep product prices unchanged over the next six months. This strategy will be employed to ensure competitiveness and buyer interest.
2. Most companies will be focusing on the EU in the next 12 months. While the Asia-Pacific region and North America will account for a significant share of exports, more makers are seen to expand their reach in new overseas destinations such as China, Russia and the Caribbean.
3. Governments at the national and local levels are implementing measures to ensure environmental protection and sustainability of wood sources. This is because the supply of conventional raw materials has been declining and companies are asked to consider using substitute components.
4. The high demand and low availability of lumber is pushing up costs, which increased 15 percent in 2010 and is seen to surge further this year. Other materials are also expected to be more expensive within the next 12 months.
5. Most manufacturers are located in the provinces of Central Java and Bali. The former is particularly notable for the town of Jepara, which is known in Indonesia for intricately handcarved products.
6. Among featured suppliers, chairs and sofas take up the bulk of shipments in the line. Chaise lounges and outdoor beds, and dining furniture also account for a significant portion of revenue.

### Objective, methodology & scope

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 handmade merchandise.

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.

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 outdoor furniture available in Indonesia, including chairs, sofas, chaise lounges, outdoor beds, dining, bar and bistro sets, benches, gliders, swings, and gazebos. Each product category has its own price guide that describes features of low-end, midrange and high-end models.

### In this report

- 16 in-depth company profiles
- 17 short company profiles
- 161 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 outdoor furniture. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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## CV Devina

Since 1996, CV Devina has been producing and exporting outdoor furniture. Last year, the company's total revenue reached \$200,000.

The supplier sends four-fifths of output overseas. Australia and the EU each account for 40 percent of shipments. Germany, the UK and the Netherlands are the biggest markets in the latter. The rest is absorbed by the US.

Eighty percent of orders are under ODM basis.

Gazebos and pavilions are the best-selling line, taking up one-half of exports. Chairs and sofas represent 20 percent. The product range also includes benches, chaise lounges, outdoor beds and dining furniture.

Prices start at \$25 and can reach \$4,500. Basic folding tables are low-end. Garden chairs and park benches are offered for at least \$55 and \$115, respectively. Gazebos are between \$780 and \$4,500, depending on the size, material used and design complexity.

Teak, bangkirai, merbau, ulin and coconut wood are the main materials

used. They are sourced from Bali's provincial capital, Denpasar.

Two designers are assigned to work with clients on customized orders. At least two models are launched every year. Samples are provided between seven and 14 days.

CV Devina's head office, showroom and factory are located in a 1,000sqm production complex in Denpasar. The workshop is equipped with cutting, grinding, sanding and compression machines. All manufacturing steps are done in-house.

There are six permanent staff members. Fifteen additional workers are hired when large orders are placed, usually from December to May.

The supplier can make as many as 500 pieces a month when operating at full capacity. The average monthly output is 300 pieces.

Cartons are normally used as packaging. Clients, however, can have this customized. The minimum order requirements are one piece for gazebos and 10 pieces for other items. Delivery time is between 45 and 60 days.

### Capability

#### Materials used

Rattan	No
Bamboo	Yes
Teak	Yes
Mahogany	No
Other types of wood	Yes
Metal & plastic	Yes

#### Exports by product

Benches, gliders & swings	10%
Chairs & sofas	20%
Chaise lounges & outdoor beds	10%
Dining, bar & bistro furniture	10%
Gazebos & pavilions	50%

#### Exports by market

North America	20%
EU	40%
Europe (non-EU)	–
Asia-Pacific	40%
Middle East	–
Other	–

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### Company facts

Year established	1996
Head office location	Denpasar (Bali)
Ownership	Locally owned
Factory location(s)	Denpasar (Bali)
Full-time employees	6
Part-time employees	15
Total annual sales (all products)	\$200,000

### Sales & output: Outdoor furniture

Annual sales	\$200,000
Share of total sales	100%
Annual export sales	\$160,000
Total monthly capacity	500 pieces
Average monthly output	300 pieces
Capacity utilized	60%
Average monthly exports	240 pieces
Export ratio	80%

Popular export models



**Model:** GZ01  
**MOQ:** 1 piece  
**Packaging:** Carton  
**Delivery:** 60 days  
**Price:** \$2,120  
**Description:** Gazebo; coconut wood body and straw roof; varnished; 3x3x3.5m



**Model:** CH12  
**MOQ:** 10 pieces  
**Packaging:** Carton  
**Delivery:** 45 days  
**Price:** \$73.92  
**Description:** Chair; teak; varnished; 85x62x50cm



**Model:** GZ02  
**MOQ:** 1 piece  
**Packaging:** Carton  
**Delivery:** 60 days  
**Price:** \$1,560  
**Description:** Gazebo; coconut wood body and ulin wood roof; varnished; 2.5x2.5x3.5m



**Model:** GZ03  
**MOQ:** 1 piece  
**Packaging:** Carton  
**Delivery:** 60 days  
**Price:** \$1,560  
**Description:** Gazebo; coconut wood body and canvas roof; varnished; table and benches not included; 3x2.5x3.5m



**Model:** CH14  
**MOQ:** 10 pieces  
**Packaging:** Carton  
**Delivery:** 45 days  
**Price:** \$62  
**Description:** Armchair; teak; varnished; 90x53x50cm



**Model:** GZ05  
**MOQ:** 1 piece  
**Packaging:** Carton  
**Delivery:** 60 days  
**Price:** \$778  
**Description:** Gazebo; coconut wood body and straw roof; varnished; 2x2x3.5m

## PRODUCT GALLERY

### Benches, gliders & swings



**Erom**

(profile page 28)

**Model:** ER03

**MOQ:** 10 pieces

**Packaging:** Single-face carton

**Delivery:** 45 days

**Price:** \$68

**Description:** Bench; teak; varnished;  
75x100x60cm



**Graha Design**

(profile page 30)

**Model:** GD05

**MOQ:** 1 set

**Packaging:** Single-face carton

**Delivery:** 45 days

**Price:** \$183

**Description:** Bench set; two pieces; teak;  
varnished; 163x55x87cm bench and  
55x55x55cm table



**Graha Design**

(profile page 30)

**Model:** GD07

**MOQ:** 5 pieces

**Packaging:** Single-face carton

**Delivery:** 45 days

**Price:** \$311

**Description:** Bench swing; teak; varnished;  
180x105x194cm



**Harmony**

(profile page 32)

**Model:** HB07

**MOQ:** 10 pieces

**Packaging:** Single-face carton

**Delivery:** 45 days

**Price:** \$30.55

**Description:** Bench; teak; varnished;  
120x40x80cm



**Harmony**

(profile page 32)

**Model:** HB10

**MOQ:** 10 pieces

**Packaging:** Single-face carton

**Delivery:** 45 days

**Price:** \$22.22

**Description:** Bench; teak; varnished;  
60x40x70cm



**Java Pilar**

(profile page 36)

**Model:** JV06

**MOQ:** 10 pieces

**Packaging:** Carton

**Delivery:** 45 days

**Price:** \$25

**Description:** Bench; teak; varnished;  
60x40x70cm

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