



WELCOME

To PT MANDIRI JOGJA INTERNASIONAL

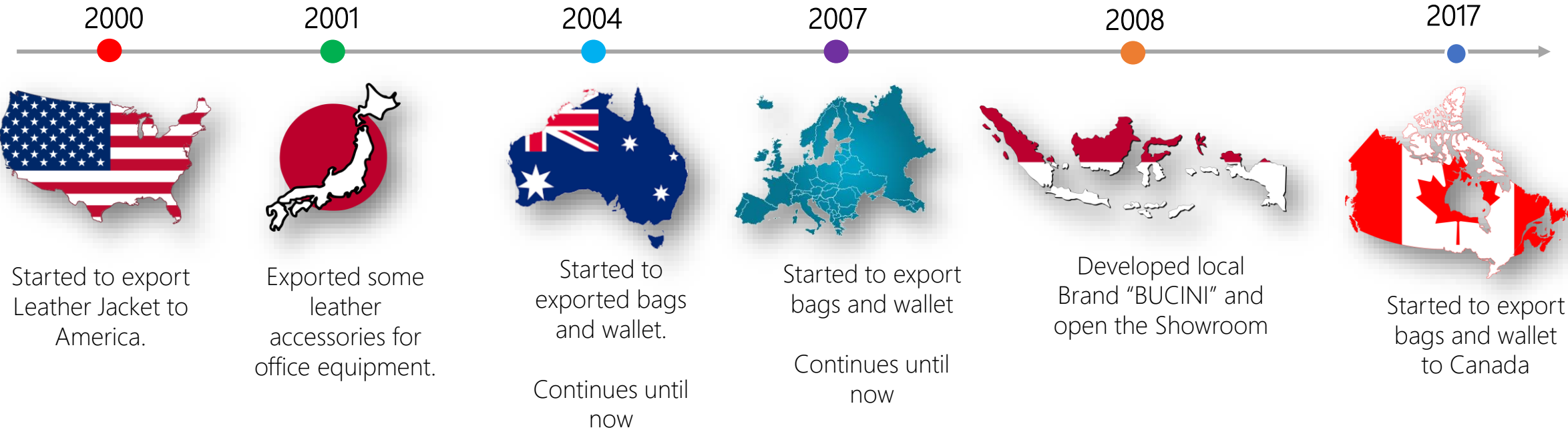
MJOINT
Exclusive Leathercraft

COMPANY BRIEF HISTORY



Started in a small house with 5 employee, crafted some accessories from leather such as wallet, pencil case, key chain, and other small products.

COMPANY TIMELINE



VISION

To Be The Best Leather manufactur In Indonesia

To be The Best Leather Product Brands In Indonesia
and worldwide recognized.

MISION

Develop creative economy with art and local potention to
produce high quality leather product and participate in
developing economy of society.



MARKET



NUMBER OF EMPLOYEE

± 200 peoples

 70 %  30 %




PRODUCTION CAPACITY


 45.000 pcs/year

 6000 pairs/year



PRODUCTS DISTRIBUTION

 80 % Exported

 20 % Local

MARKETING CONCEPT



PRODUCT

PLACE

PRICE

PROMOTION

We try to provide the best products with selected material and neat process

- Our Showroom and workshop is located in one place to minimize distribution cost and production control
- To create an exclusive impression, we just have one showroom in the middle of traditional village near rice field with beautiful view and fresh air

- The price of BUCINI is starting at IDR750.000 to IDR2.500.000

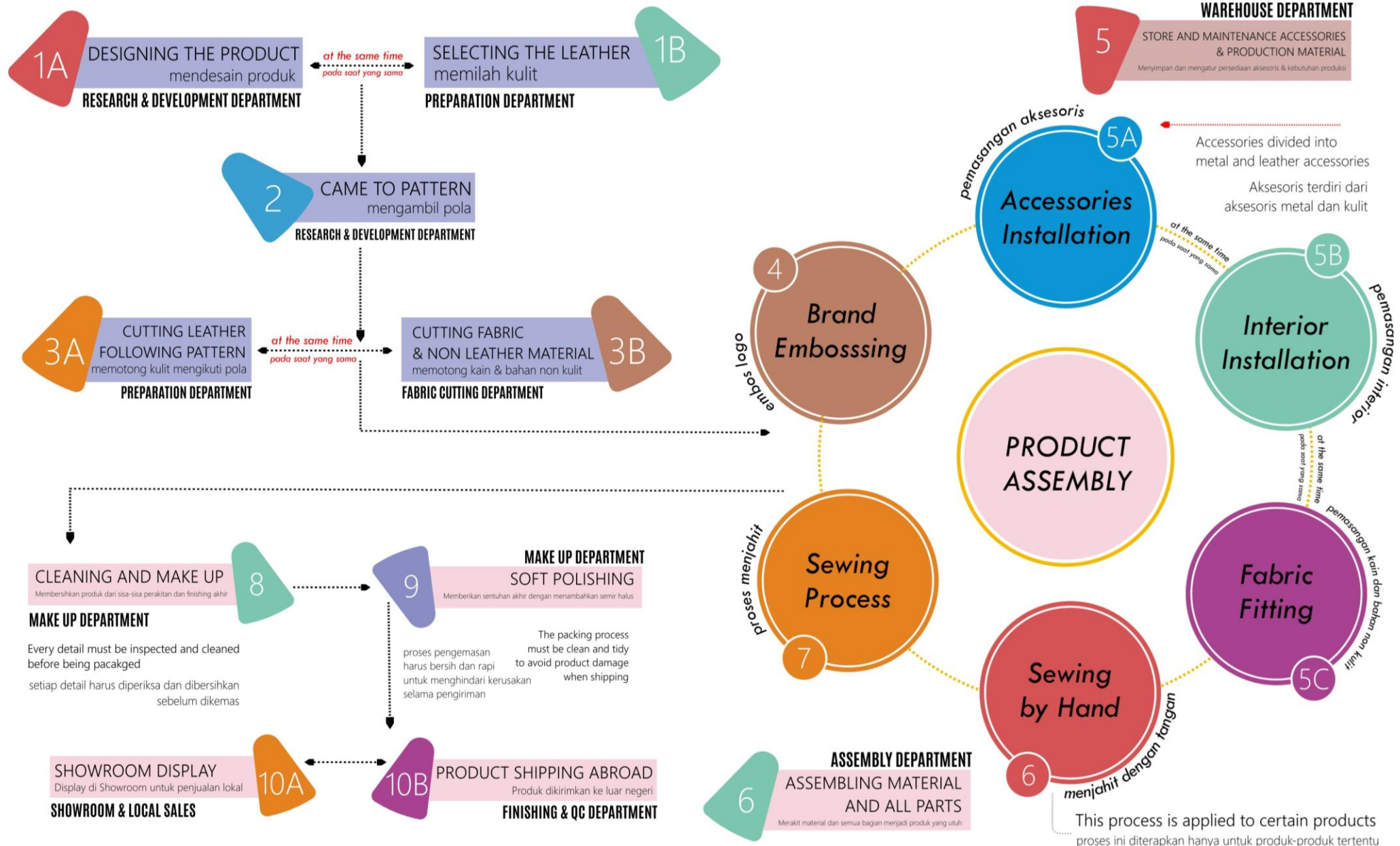
www.bucini.id
@bucinishop
bucini

- We have two chanel promotion, online and offline.
- Offline promotion is done by word of mouth
- Online promotion use Instagram and website

SUPPLY CHAIN OVERVIEW



MANUFACTURE WORKFLOW



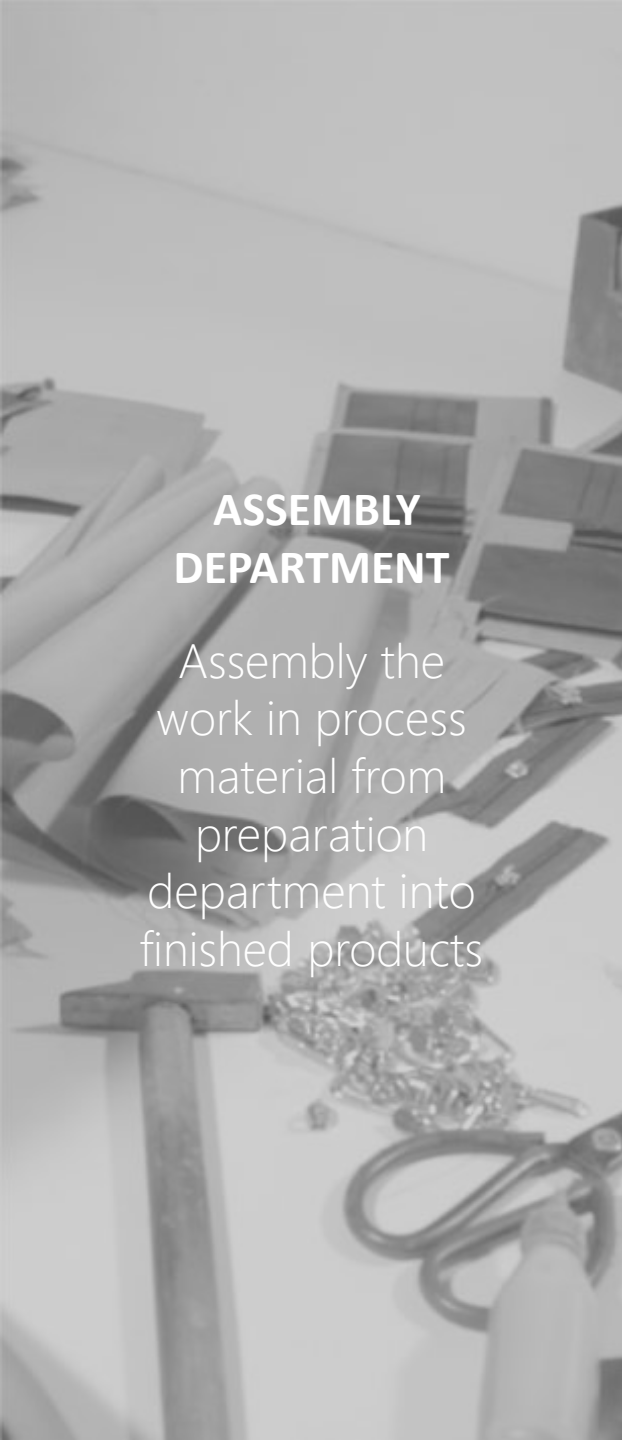
RESEARCH & DEVELOPMENT DEPARTMENT

Product design and development.

PREPARATION DEPARTMENT

Selecting the material and cutting them following the pattern





ASSEMBLY DEPARTMENT

Assembly the work in process material from preparation department into finished products

THE ASSEMBLY PROCESS MAY DIFFERENT BETWEEN PRODUCTS

Setiap produk memungkinkan untuk memiliki proses perakitan yang berbeda



5 WAREHOUSE DEPARTMENT
 STORE AND MAINTENANCE ACCESSORIES & PRODUCTION MATERIAL
 Menyimpan dan mengatur persediaan aksesoris & kebutuhan produksi

Accessories divided into metal and leather accessories
 Aksesoris terdiri dari aksesoris metal dan kulit

6 ASSEMBLY DEPARTMENT
 ASSEMBLING MATERIAL AND ALL PARTS
 Merakit material dan semua bagian menjadi produk yang utuh

This process is applied to certain products
 proses ini diterapkan hanya untuk produk-produk tertentu



FINISHING & QC DEPARTMENT

Inspects every single products to make sure that they are free from defect and meet the quality standard



CLEANING AND MAKE UP

Membersihkan produk dari sisa-sisa perakitan dan finishing akhir

8

MAKE UP DEPARTMENT

Every detail must be inspected and cleaned before being packaged

setiap detail harus diperiksa dan dibersihkan sebelum dikemas



9

MAKE UP DEPARTMENT

SOFT POLISHING

Memberikan sentuhan akhir dengan menambahkan semir halus



The packing process must be clean and tidy to avoid product damage when shipping

proses pengemasan harus bersih dan rapi untuk menghindari kerusakan selama pengiriman



SHOWROOM DISPLAY

Display di Showroom untuk penjualan lokal

10A

SHOWROOM & LOCAL SALES



10B

PRODUCT SHIPPING ABROAD

Produk dikirimkan ke luar negeri

FINISHING & QC DEPARTMENT