

A market-driven design leads to success.

Indonesian garden furniture manufacturer on its way to success after three years in the SIPPO programme.

«The SIPPO programme helped us to establish many new potential customers.»

Frans Satrya Pekasa, CEO, Teak123



When in 2009 the Indonesian garden furniture firm Teak123 took part for the first time at SPOGA, the garden furniture fair, it didn't foresee any of the positive changes that were to take place during the next three years.

2009 marked the first step on the road to success for Teak123. For the first time in its history, the firm was offered the possibility of participating in a fair outside Indonesia. During SPOGA 2009, Teak123 presented its garden furniture to international clients at the SIPPO pavilion. At that time, the cultural disparities and the different requirements of European customers became a challenge. Confronted with these difficulties, Teak123 took up the challenge and – with SIPPO's help – began to adapt its products step by step to the demands of the European market. The firm implemented the corresponding design and quality improvements, and fixed its aim on a middle price market segment. Fortunately, these decisive changes led to a quick success and allowed the Indonesian firm to reduce its former dependency on large customers of the low price segment, thereby distancing itself from the many competitors disputing this market share. Although middle price customers buy smaller quantities, the profit is higher. Frans Satrya Pekasa, Teak123's CEO, is determined to continue with this strategy in the future. During the last three years, Teak123 acquired the necessary knowledge to compete successfully on the European market. And its accomplishments prove that it was the right decision: during these three years, Teak123 has increased its sales by 50 %, employed new staff members and duplicated its profit.



«Due to the participation in the SIPPO programme, we could increase our sales by 50 %.»

Frans Satrya Pekasa, CEO, Teak123

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