

# Company Profile



PT. SINAR JAYA PRAKARSA

Jakarta, Indonesia

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# About us

PT. Sinar Jaya Prakarsa is a company that manufactures top-quality rubber sandals using high-quality materials and technology. The two main raw materials used in our manufacturing process are international grade natural rubber and EVA (Ethylene-Vinyl Acetate). We produce affordable but quality rubber sandals for all Indonesian citizens, and other countries, with the purpose of improving their lifestyle.

Our factory produces both the sole and strap of rubber slippers (flip flops). The production line consists of first creating the rubber sheets. Which are later cut into various shapes for the sole and the straps. Our soles consist of various outsole and insole motif and pattern designs. There are various designs to adjust to every market segment we target depending on age and demographics. Apart from the various motif and patterns, our soles also have various cutting dies and shapes. These shapes consist of male, female, kids shapes and also certain unique shapes for various market segments.

Our factory also manufactures the strap for sandals. We manufacture two types of straps which are rubber straps and PVC straps. Rubber straps are generally more comfortable and durable but are more expensive to manufacture than PVC straps. PVC straps, on the other hand, are cheaper and faster to produce. Our straps also have their own style and patterns from ladies and male straps, to the kids straps. We have various types of designs and patterns for our straps consisting of different sizes, wideness, style, and colors.

After both the strap and soles are made, we then assemble them in our assembly line. The assembly line consists of assembling each sole with its strap, and also painting any designs for the sole or strap. After that, each pair is packaged neatly in our packaging line. Our employees value quality first and all the products coming from our production plant is top quality.

Our head office is also located in the same address as the head factory. The head office is in the same complex as the factory but located in a different building from the office. Most of our management activity is done in the head office. We also have subsidiary offices and warehouses in Surabaya, Semarang, and Medan. These warehouses exist so that we can better control our product distribution in those areas outside of Jakarta.



# Brief History

PT. Sinar Jaya Prakarsa is a private limited company that was established on February 28 in the year 1987. It was founded by Mr. Amir Djohan, who now serves as both the owner and commissioner of the company. Prior to the introduction and mass production of rubber sandals in the world, the Japanese zori, or Japanese-style sandals, were the most popular types of sandals. It was mainly introduced by the American soldiers who returned home with the sandals from Japan during the time of World War II (1940). The Japanese zori is a traditional Japanese footwear made out of rice straw and lacquered wood and are often used along with the traditional Japanese clothing, kimono. After the rise of the Japanese zori, consumers of the product realized that due to the materials used in the Japanese zori, the sandals were found to be slippery and stiff. Thus, along with the rise of the industrial industry, rubber was found to be the perfect material to be used for sandals. Rubber sandals were more flexible, durable, and not slippery.

PT. Sinar Jaya Prakarsa started its factory with roughly 500 employees and over the years it has grown in size to nearly 2000 employees. Apart from that, it has also grown in its innovation by adopting the latest machinery and technology. The factory has also grown its maximum capacity to nearly five-fold of its initial capacity when it first started. Through their experience, PT. Sinar Jaya Prakarsa managed to learn to produce and assemble their own machinery, such as rubber intensive mixer machines, sandal punching machines and many more. Currently, efforts are being made to the research and development of automated machines to further increase the company's productivity and efficiency.





# " Vision

To become the leading and best company in the footwear industry in Indonesia by prioritizing customer satisfaction, upholding the trust of stakeholders and company partners, and producing the highest quality products

# " Mission

1

To always produce quality products at affordable prices and provide the best customer service to become the leading rubber footwear manufacturer in the world.

2

To always maintain and improve facilities, machineries, infrastructure, and employee professionalism to ultimately increase production capacity and quality.

3

To create and maintain a cooperative relationship with other businesses, partners and customers to ultimately provide a positive social contribution to society.



# Core Values

## Product Quality

The production department is the most important part of maintaining a top product quality. Due to that reason, our human resources department provides the standard necessary training required to make sure the standard of our product quality does not drop. All of our employees reflect the motivation and desire of our company in maintaining and producing the highest quality product.

## Machine and Product Innovation

Machinery and technology is extremely crucial in our production process as it determines the quantity and quality of our products. Because of that, we always thrive to find the latest technology and machinery to save costs, improve efficiency, improve data collection, increase production capacity, and improve product quality.

## Our People

The asset that we prize and value the most are the people and employees of our company. Our people represents the fuel of the company and without them, the company would not function. We value our people more than anything else because we strive to make the company better in order to ultimately improve our employees' lives. Our people represents the true value of a company more than anything else.



# Brands

## SWALLOW

**Swallow** is our most popular and oldest brand that is produced in our production plant. It is the brand that almost every Indonesian is familiar with as it is sold in almost every traditional and modern market. The name and logo of swallow represents the swallow bird; a bird that represents freedom, growth, and loyalty.



**Okina** is the second brand that was created in our company and it was created to target a different market segment. Okina was specifically created to target a lower-income market segment and also to penetrate certain areas across Indonesia that was deemed unreachable. Due to Okina's affordable price, the brand was able to thrive in underdeveloped areas across Indonesia and become one of the market leaders in its category.



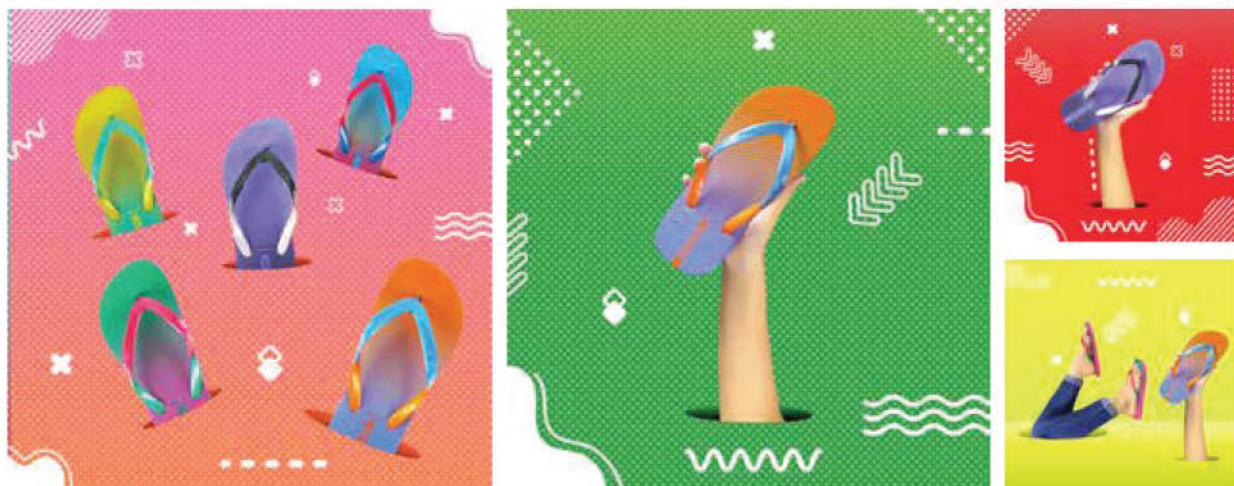


# " Our Products

## Rubber



## PVC (Polyvinyl Chloride)





# "Our Factory



# " Business Partners





# Exports



**Malaysia**



**Philippines**



**Somalia**



**India**



**Saudi Arabia**



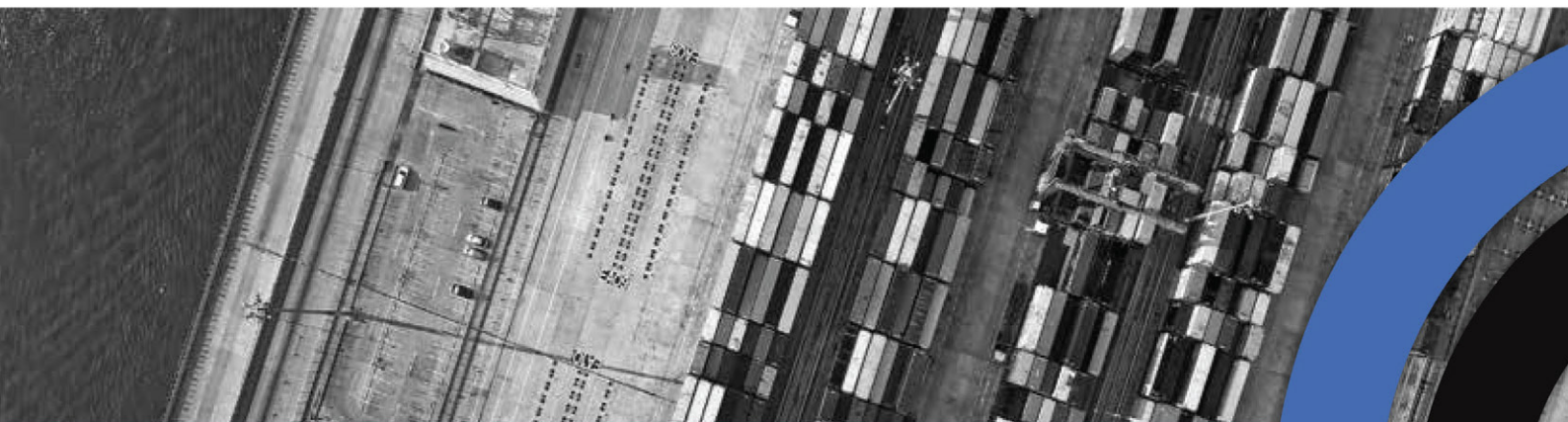
**Peru**



**Papua New Guinea**



**Timor Leste**











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