

Basketware

Essential sourcing intelligence

August 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 148 top-selling export products ranging from laundry to food baskets

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.

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Supplier capability in Indonesia

BASKETWARE

Indonesia's basketware industry is supported by several factors that help it remain viable in the face of mounting difficulties resulting from the effects of the global economic crisis.

The sector enjoys easy access to a wide selection of indigenous raw materials, many of which are not readily available to suppliers in other countries. Because of this, the line has developed numerous sourcing centers located in nearly all major islands throughout the archipelago. Each hub employs distinctive methods of creating and styling products.

Baskets from Indonesia are mostly handmade. Depending on buyers' preferences, they can be crafted to feature modern designs in an assortment of colors, or traditional styles that have a plain look. In addition to their practical applications, several models are constructed as decorative ornaments.

Key findings

1. Exports of basketware from Indonesia remain weak as demand in key foreign markets experiences sustained sluggishness due to the lingering effects of the global economic crisis. Overseas shipments have been declining since 2008, with the most significant contraction being recorded last year.
2. In an effort to counteract diminished revenue from traditional destinations such as the US and the EU, an increasing number of suppliers are expanding their reach in new markets. These include the Asia-Pacific region, the Middle East, Eastern Europe and Africa. Success has been limited, however, as considerable challenges affect makers' ability to penetrate such locations.
3. The national government provides assistance to the sector by spearheading initiatives aimed at promoting locally made products among overseas buyers. Agencies under the Ministry of Trade establish linkages with foreign chambers of commerce and industry associations.
4. Quotes over the next six months are generally expected to stay unchanged. The majority of suppliers will adopt this strategy to keep remaining customers and to attract potential clients in alternative markets.
5. The sector emphasizes the low-end and midrange segments. The former includes products in basic weaves and plaits. Midrange items have more decorative elements. Metal frames and fabric lining are common.

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 basketware available in Indonesia, including models made of bamboo, natural and synthetic rattan, and various types of indigenous materials. Each product category has its own price guide that describes features of low-end, midrange and high-end models.

In this report

- 15 in-depth company profiles
- 18 short company profiles
- 148 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 Cahaya Anugrah

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CV Cahaya has been producing and exporting basketware since 1996. The company registered \$600,000 in revenue last year.

One-half of output in the line is sent abroad. The EU accounts for four-fifths of shipments, with Italy, France and Spain being the top markets. Fifteen percent goes to Australia and Malaysia. The rest is taken up by the US.

Fifty percent of orders are made under OEM basis.

Three-fifths of exports consist of natural rattan basketware. Bamboo models represent 35 percent. Fruit baskets are the best-sellers.

The company offers items for all price segments. Quotes start at \$0.40 and reach \$40. A five-piece storage basket set made of bamboo is offered for \$6. A natural rattan fruit basket measuring 35x35x125cm is available for \$10.

Banjarmasin, the provincial capital of South Kalimantan, is the maker's sourcing hub for bamboo and rattan.

Palm leaf and other natural materials are also purchased in the city.

The owner is the principal designer. Every year, up to 60 models are released. Samples are normally finished within a week.

CV Cahaya has a 2,200sqm factory in Banjarmasin. All steps of production are done in-house.

There are eight full-time and 30 temporary workers. The peak season is from August to December.

QC is carried out by three inspectors. Visual checks are conducted on weaving, shaping, coloring and packing.

The total monthly capacity is 8,000 pieces. On average, 3,000 pieces are manufactured every 30 days.

Cartons are normally used as packaging. The minimum order requirement is 100 pieces per model. Delivery is within 45 days.

CV Cahaya has participated in the Jakarta International Handicraft Trade Fair. It plans to expand market reach in the Asia-Pacific for the year ahead.

Capability

Processes performed

Material treatment	Yes
Cutting	Yes
Weaving	Yes
Shaping	Yes
Painting	Yes
Polishing	Yes

Exports by product

Bamboo basketware	35%
Natural rattan basketware	50%
Synthetic rattan basketware	–
Natural material basketware	15%

Exports by market

North America	5%
EU	80%
Europe (non-EU)	–
Asia-Pacific	15%
Middle East	–
Other	–

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Company facts

Year established	1996
Head office location	Banjarmasin (South Kalimantan)
Ownership	Locally owned
Factory location(s)	Banjarmasin (South Kalimantan)
Full-time employees	8
Part-time employees	30
Total annual sales (all products)	\$600,000

Sales & output: Basketware

Annual sales	\$400,000
Share of total sales	67%
Annual export sales	\$200,000
Total monthly capacity	8,000 pieces
Average monthly output	3,000 pieces
Capacity utilized	38%
Average monthly exports	1,500 pieces
Export ratio	50%

Popular export models



Model: CVC01
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$6.12
Description: Magazine basket rack; bamboo body and natural rattan stand; varnished; in natural and dark brown; 22x18x64cm



Model: CVC02
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$6.12
Description: Fruit basket rack; bamboo body and natural rattan stand; varnished; in natural and dark brown; 22x22x60cm



Model: CVC04
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$6.12
Description: Fruit basket rack; bamboo body and natural rattan stand; varnished; in natural and dark brown; 27x27x80cm



Model: CVC05
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$13.89
Description: Fruit basket rack; natural rattan; varnished; in natural and dark brown; 30x30x125cm



Model: CVC06
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$10
Description: Fruit basket rack; natural rattan; varnished; in natural and dark brown; 35x35x125cm



Model: CVC07
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$7.78
Description: Utility basket; natural rattan; varnished; 38x38x70cm

PRODUCT GALLERY

Bamboo basketware



CV Cahaya
 (profile page 26)
Model: CVC01
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$6.12
Description: Magazine basket rack; bamboo body and natural rattan stand; varnished; in natural and dark brown; 22x18x64cm



CV Cahaya
 (profile page 26)
Model: CVC02
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$6.12
Description: Fruit basket rack; bamboo body and natural rattan stand; varnished; in natural and dark brown; 22x22x60cm



CV Cahaya
 (profile page 26)
Model: CVC04
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$6.12
Description: Fruit basket rack; bamboo body and natural rattan stand; varnished; in natural and dark brown; 27x27x80cm



CV Cahaya
 (profile page 26)
Model: CVC09
MOQ: 100 pieces
Packaging: Carton
Delivery: 45 days
Price: \$8.33
Description: Hanging fruit basket; bamboo body and natural rattan frame; varnished; 42x88cm



CV Cahaya
 (profile page 26)
Model: CVC10
MOQ: 100 sets
Packaging: Carton
Delivery: 45 days
Price: \$6.68
Description: Storage basket set; five pieces; varnished; 17x15, 17.5x16, 18.5x16.5, 19.5x20 and 23x21cm



Gesing Sari
 (profile page 32)
Model: GS01
MOQ: 50 sets
Packaging: Single-face carton
Delivery: 45 days
Price: \$6.68
Description: Storage basket set; three pieces; painted; 18x18x15, 22x22x17 and 26x26x21cm; in various colors

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