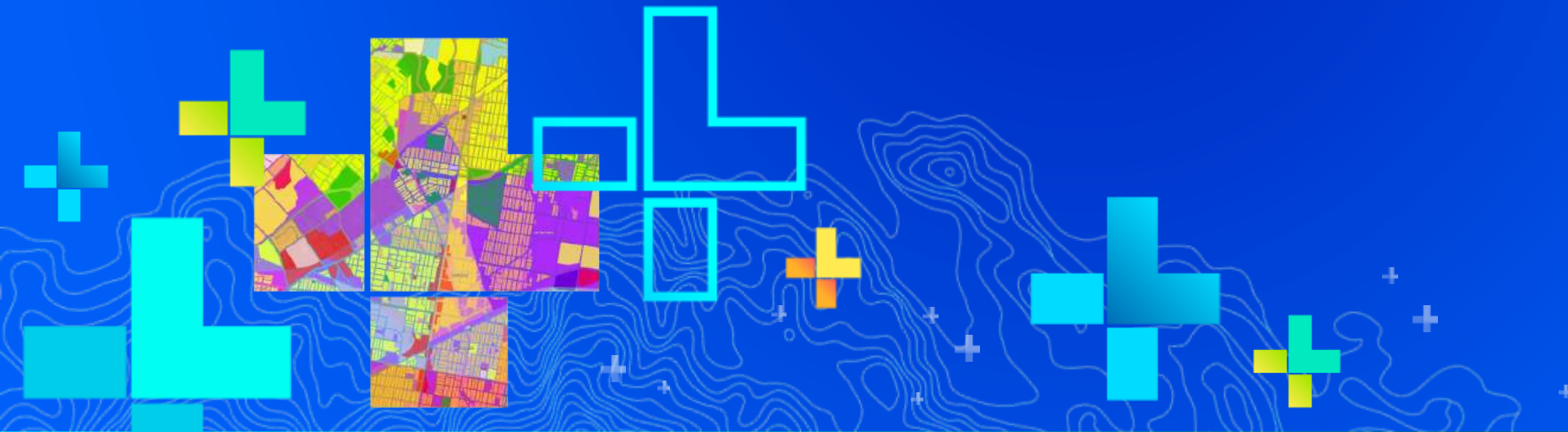# Utilizing GIS to Find the Best Retail Location Across Archipelago

Digantoro Tarmizi

Esri Indonesia Commercial Industry Lead

Abstract

Finding retail's next best location in one of world's largest archipelago like Indonesia will always be a challenge. One wrong location would mean negative Return of Investment (ROI) from US$XXXk invested by locally grown retail in each location. After having 150 outlets in Indonesia's two main islands, Hokben plan to expand to other islands. Together with Esri Indonesia, Hokben then developed GIS Platform, solution that help them in finding their next best location across archipelago.

Indonesia, Hokben and GIS Platform

Indonesia and Hokben

# Indonesia: World's 4th Most Populous Country & 5th Largest Archipelago

Java **Bali**

Indonesia Facts

- **Population 267 million (World #4 after USA)**
- **Archipelago 17,000+ islands (World #5)**
- **World G20 member GDP/capita US$ 3900**
- **50 million Middle class population**
- **Demographic Dividend**
- **60% population in Java island**
- **From western most city of Indonesia to eastern most city is longer than Redlands to Maine**

Esri, HERE, Garmin, FAO, NOAA

Hokben: locally grown Japanese bento F&B Retail since 1985 with 150 outlets concentrated in Java & Bali island

After 34 years and 150 outlets in Java Bali islands, Hokben plan to expand to other main islands across Indonesia Archipelago
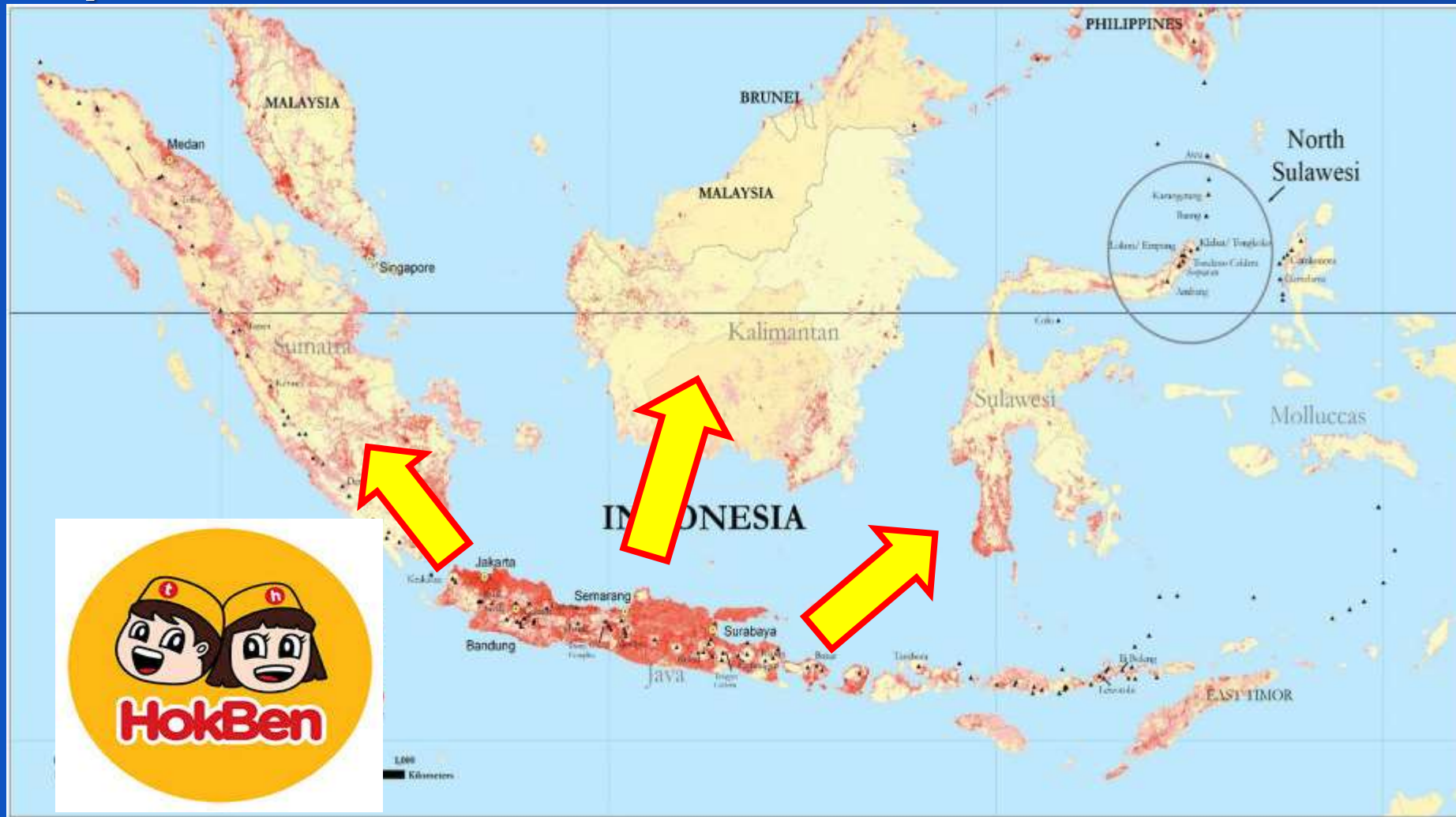
Hokben and GIS

The need: Decision Support System for Site Selection

Kindly contact Esri Indonesia for further information sales@esriindonesia.co.id

After knowing ArcGIS capability, Scope of Work expanded

Kindly contact Esri Indonesia for further information sales@esriindonesia.co.id

All in One Landing Page (Using portal home)

- Kindly contact Esri Indonesia for further information sales@esriindonesia.co.id

Site Selection Application sub-menu

Kindly contact Esri Indonesia for further information sales@esriindonesia.co.id

Selected Site Dashboard Contain All Sites Info in 1 Platform

Kindly contact Esri Indonesia for further information sales@esriindonesia.co.id
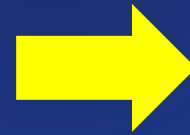
Event Report Dashboard with input from Survey123

Kindly contact Esri Indonesia for further information sales@esriindonesia.co.id

Next

From Market Development to Digital Supply Chain

Thank You

Digantoro Tarmizi
Esri Indonesia Commercial Industry Lead