

# **Localization Challenges MiSUMI Products**

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**Deputy Director**




















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**MISUMI** is a global manufacturer and distributor of industrial supply parts, offering its customers worldwide engineering and supply chain services.

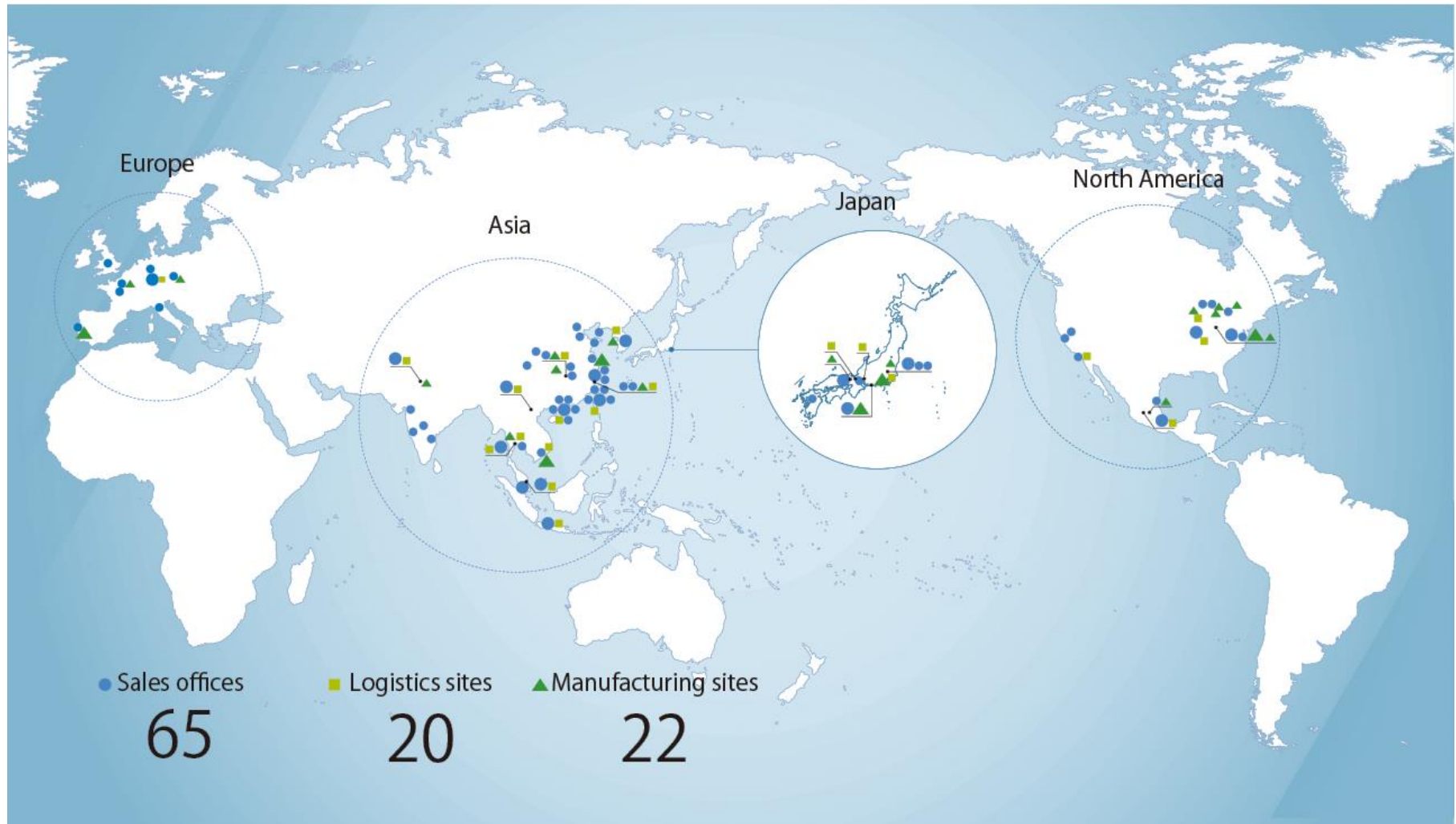


- 30 Million industrial supply parts available
- Help customers' total cost down through our manufacturing/software/logistics capabilities
- Direct sales through catalogs and WOS (Web Ordering System)

## 30 Million Items from more than 3,000 suppliers

Manufacturing Business	FA Business	FA standardized mechanical components	 Shafts	 Timing pulleys	 Linear bushings	 Flat belt conveyors
			 Set collars	 Locating pins	 Gears	 Couplings
		Locator devices and measurement equipment (OST* Business)	 Automatic stage units	 Actuators	 Optical measurement devices	 Optical experimental equipment
			 Punches	 Button dies	 Ejector pins	 Sprue bushings
	VONA Business	Mechanical components and screws, bolts, washers and nuts	 Sensors and switches	 Pipe fittings		
		Wiring, control and PC components	 Connectors	 Switches		
		Cutting tools and components for production machining	 End mills	 Hexagonal wrenches		
		Packaging and logistics storage supplies/ Safety protection, environmental hygiene, and office suppliers	 Carts	 Work gloves		

\*VONA : Variation & One-stop by New Alliance



In Asia region,

Indonesia, China, Korea, Taiwan, Singapore, Thailand, Malaysia, Vietnam, Korea, India, Japan



**8,3 Million** Products

**4,200** Brands

**68,800** Stock Items

\*Per Aug 2024

**Location : Jababeka Industrial Estate 1**

**Established : 2012**

**Employees : 100**

**Free Paper Catalogs**

**Flash Delivery (Same Day Delivery. Free!)**

**Web Ordering Systems (WOS)**

**Available MiSUMI WhatsApp, Tokopedia**

## Catalogs

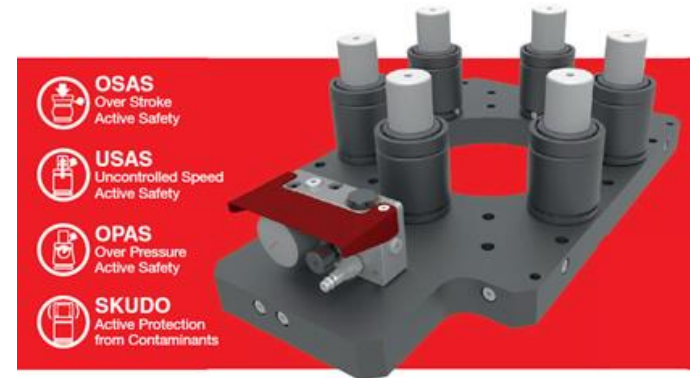


# MISUMI New Products : Gas Springs, Camrise, TB, SIQ **MISUMI**

- Gas Springs, Camrise & Component, Global products with full after sales services
- Tooling Board, Competitive products for Checking Fixtures & Jigs manufacturer
- Customized Item (SIQ), made based on customer drawing/spec, Metal & Polyurethane



**Customized items (Metal, Polyurethane)**



**Gas Springs & Components**

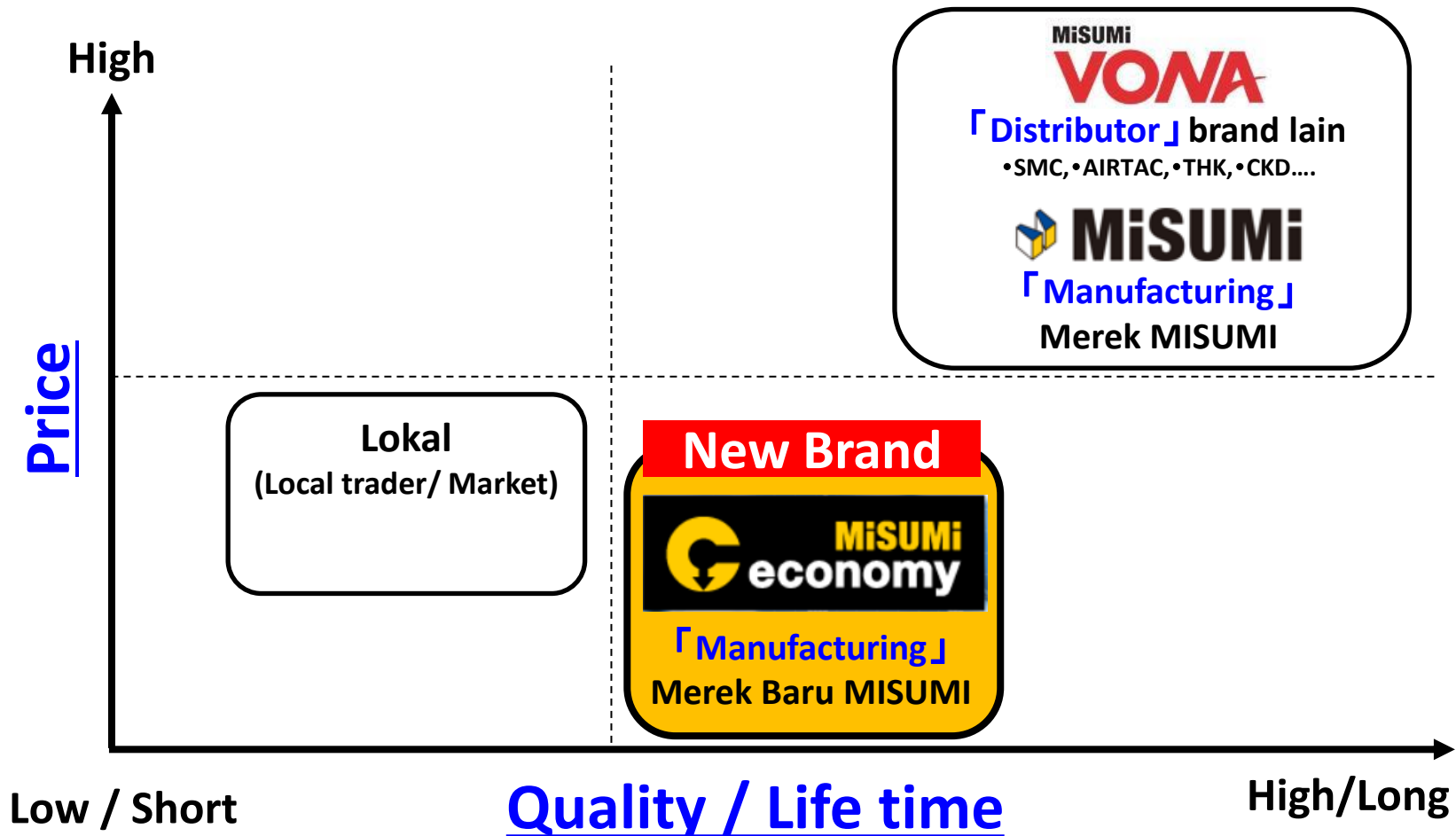


**Tooling board for Checking Fixtures (CF)**



**Camrise & Components**

- Economy series, Factory Automation standards products with competitive prices
- Better quality compare local manufacture with price lower than local and Misumi Global products



# To Products : Aluminium Frame

- Launching AL Frame “5m Fixed length (Jan) and with cutting service at Indonesia
- Price is much cheaper than H-Frame and competitive in the market

## ◆E-aluminium frame types

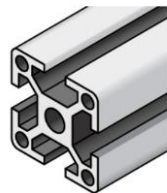
- 12 types
- 8 types will be stock (Yellow highlight)

## ◆Launching Schedule

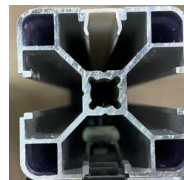
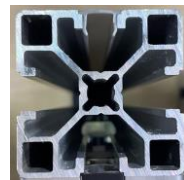
- Start 5M fixed length →MOQ 5 pcs
- Start cutting service

## ◆Price

	Size	Part Code
1	20 Square	LCF6-2020
2		LCF6-2040
3	30 Square	LCFL8-3030
4		LCF8-3030
5		LCF8-3060
6	40 Square	LCFL8-4040
7		LCF8-4040
8		LCFSL8-4040
9		LCFL8-4080
10	45 Square	LCF8-4080
11		LCF10-4545
12		LCF10-4590



H-frame



E-frame

Part code	HFS8-4040 (H-frame)	LCF8-4040 (Standard)	LCFL8-4040 (Light)	LCFSL8-4040 (Super light)
Kg/m	1.7	1.5	1.1	0.9
Price/m (IDR)	177,450	154,000	112,000	89,000
vs H-frame	-	-13%	-37%	-50%

## ◆Support Area

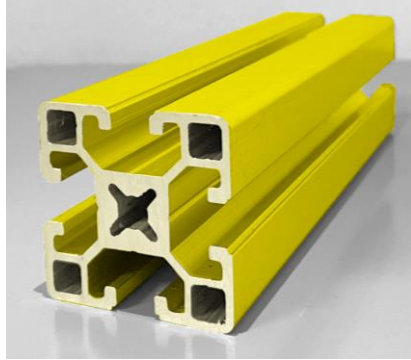
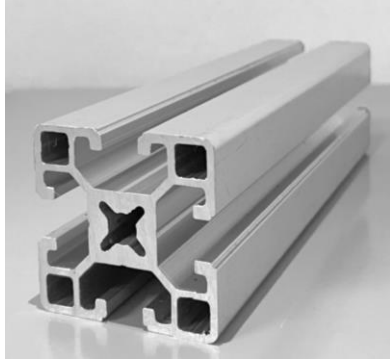
- Start with Limited area of customer
- Area is same as Flash delivery except Step4 (Jakarta)
- If Customer can pick up, accept SO even outside of this area



## ◆AL ACC

- All E-series AL ACC will be stock in JKT
- Price will be 20-60% cheaper than H-item

## 1. Aluminium Frame & Components



Frame Components



Brackets



Nuts

### Development Challenges :

- Medium initial investment for Tooling and Jig Inspection, TTL 500 items
- Local maker price still higher compare import, due raw material still import
- **Progress : started make local for some items + cuttings, to eliminate shipping cost from import. Quality and performance refer to Misumi specification.**

**“Please use MISUMI aluminium frame to increasing localization items”**

## 2. Heavy Items



Lifting components, Hooks



Guiding Components

### Development Challenges :

- Annual demand QTY still small/items (QTY <20,000 pcs) , MOQ 50,000
- High initial investment for Tooling and Jig Inspection, TTL 200 items
- Specification un-match with Global Standard (ex. JIS , EU) . Lifting component, Hooks are safety items must comply JIS/OEM requirement
- For Guiding component, local maker price still double compare import
- **Progress : Searching maker with JIS standards and competitive prices**

## 3. Iron Steel Items



**Coil Springs**



**Wire Springs**



**Metal Washers**



**Bolts**



**Hex. Cap Screw**

### Development Challenges :

- Annual demand QTY/items still low (QTY <40,000 pcs) , MOQ 100,000
- Raw material not ready at Indonesia, need import from Japan with MOQ
- High initial investment for Tooling and Jig Inspection, TTL 1,000 items
- Specification un-match with Global Standard (ex. JIS , EU) . Mechanical items (springs) & Fastener (screw) must comply JIS requirement
- Spring maker familiar with spring for automobile, but not for die springs

- **MiSUMI committed to continues localize products, especially for :  
Alumunium Frame, Iron Steel Items and Heavy Items**
- **MiSUMI welcome to all local manufacturer with same vision : Good  
Quality, Cost competitive and Committed On-time Delivery**
- **MiSUMI need supports from government (MOI) : sharing local maker for  
Alumunium, Spring, Bolt to speed-up localization**
- **Please order MiSUMI products to speed up localization and contributed  
more for local manufacturer**