

# SENRI Ltd.

## Project of AI order management for distribution optimization of FMCG industry in Indonesia



### Objective of the project

The project aims to introduce sales management systems utilizing AI, enabling manufacturers and wholesalers to digitize and streamline their sales operations. The project involves developing AI functions, collecting data, implementing projects, verifying business impact, and preparing for commercialization in Indonesia and other ASEAN countries, with all tailored for the Indonesian market. It targets at (1) increasing customer visits, (2) increasing orders per visit, (3) expediting order processing, and (4) expediting the output of sales performance.

### Cooperation with local companies/governments

**PT. Mustika Ratu**

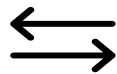
(Manufacturer of  
Cosmetics listed in  
Indonesia Stock  
Exchange)  
Demonstration

**SENRI Ltd.**

Business Development and  
Product Development

**PT. SENRI Teknologi Indonesia**

Demonstration, Technical Support  
and Business Development

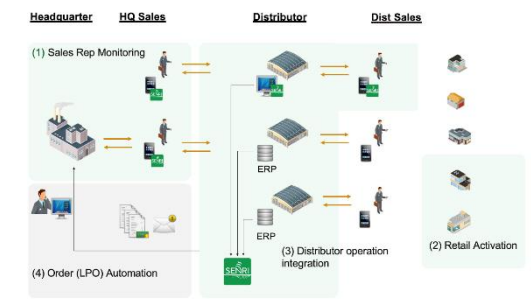


### Targeted economic/social issues

In the distribution of consumer goods including food and beverages, modern retail trade dominates 80% in advanced countries, while traditional retail accounts for 70–90% in many emerging countries including Indonesia. Traditional trade through these small retail shops is estimated to be worth approximately 77 trillion yen in 5 countries of ASEAN. Particularly in Indonesia, Warungs, small kiosks are predominant, despite the spread of convenience stores, and the country's dependency on traditional retail shops (about 70%) is among the highest in ASEAN. Manufacturers and wholesalers have a difficulty in managing numerous retail outlets due to challenges such as (1) managing each performance of a large number of sales staff, (2) unable to make planned retail shop visits without long delays due to scheduling difficulty, (3) grasping individual store demands, (4) incomplete customer database, (5) time-consuming sales data aggregation, (6) complex management of pricing and campaigns per customer, (7) laborious cash and check collection, (8) insufficient working capital and credit management at retail outlets.



Warung in Jakarta city



Sales operation with SENRI

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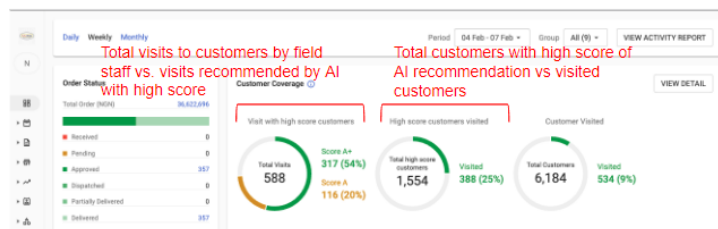
### Demonstration period

September 2022 – December 2023

### Cooperation with local companies/governments

The Product Development Team worked on the development of AI and related functions tailored for the Indonesian market, focusing on building models and functions for (1) planning customer visit schedules, (2) recommending items for sale, and (3) facilitating cross-selling. In Indonesia, local staff conducted demonstrations with about 10 consumer goods manufacturers, including Mustika Ratu (a leading cosmetics company) and a major distributor of cut fruits. Specifically, the effectiveness of the above development items was verified through the implementation of the SENRI project (training and onboarding of sales staff, review meetings with management, troubleshooting and technical support), and collection of behavioural data using SENRI. Additionally, we conducted interviews with potential customers by phone and in meetings and participated in exhibitions as verification toward the future market research and commercialization.

UI/UX improvements on dashboard



### Project outcome / Future plans

Through this projects, weekly sales data increased approximately eightfold over a year, accumulating over 600,000 sales records. As a result, the accuracy of demand forecasting AI reached about 97%.

Furthermore, improvements in productivity were observed among partner companies and related clients. Partner companies saw a 10% increase in customer visits over a year, while one of Japanese consumer goods manufacturers experienced a 35% increase in six months. Accelerating order processing and sales performance aggregation was also noted, with some manufacturers reducing order processing time by several hours. In terms of commercialization achievement, the monthly active users of SENRI in Indonesia increased approximately sevenfold during the demonstration period.

Going forward, we will focus on enhancing functionality and expanding the customer base by adapting to various sales planning methods, strengthening the technical capabilities of the Indonesian team, and aiming to achieve profitability by 2025. Regarding international expansion, inquiries have been received from several Japanese companies in Vietnam and Thailand since 2023, and discussions on partnering with Japanese financial institutions have begun, but full-scale expansion in ASEAN is expected to take place after 2025.

Exhibitions for manufacturers

