

Lampiran 1

**Proyeksi Penduduk Indonesia berdasarkan Kelompok Umur
Tahun 2008 - 2015**
(x 1000)

Kelompok Umur	2008	2009	2010	2011	2012	2013	2014	2015	2008	2009	2010	2011	2012	2013	2014	2015	
0-4	20,582	20,652	20,728	20,771	20,816	20,863	20,908	20,938	9.0%	9.0%	8.9%	8.8%	8.7%	8.6%	8.5%	8.5%	-0.6%
5-10	20,101	20,182	20,261	20,347	20,431	20,514	20,590	20,658	8.8%	8.8%	8.7%	8.6%	8.5%	8.5%	8.4%	8.3%	-0.5%
11-14	20,584	20,182	19,789	19,872	19,963	20,053	20,140	20,228	9.0%	8.8%	8.5%	8.4%	8.3%	8.3%	8.2%	8.2%	-0.9%
15-19	21,457	21,591	21,738	21,334	20,937	20,540	20,138	19,745	9.4%	9.4%	9.3%	9.0%	8.8%	8.5%	8.2%	8.0%	-1.4%
20-24	20,983	20,970	20,958	21,094	21,231	21,375	21,515	21,651	9.2%	9.1%	9.0%	8.9%	8.9%	8.8%	8.8%	8.7%	-0.5%
25-29	20,580	20,783	20,914	20,912	20,913	20,901	20,876	20,851	9.0%	9.0%	9.0%	8.8%	8.7%	8.6%	8.5%	8.4%	-0.6%
30-34	19,312	19,508	19,728	20,020	20,274	20,500	20,683	20,798	8.5%	8.5%	8.4%	8.5%	8.5%	8.5%	8.4%	8.4%	-0.1%
35-39	17,726	18,042	18,343	18,616	18,869	19,110	19,348	19,588	7.8%	7.8%	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%	0.1%
40-44	15,813	16,165	16,517	16,857	17,197	17,536	17,854	18,156	6.9%	7.0%	7.1%	7.1%	7.2%	7.2%	7.3%	7.3%	0.4%
45-49	13,630	14,042	14,445	14,822	15,185	15,546	15,901	16,253	6.0%	6.1%	6.2%	6.3%	6.3%	6.4%	6.5%	6.6%	0.6%
50-54	10,972	11,472	11,960	12,416	12,852	13,268	13,675	14,076	4.8%	5.0%	5.1%	5.3%	5.4%	5.5%	5.6%	5.7%	0.9%
55-59	8,194	8,618	9,061	9,525	10,014	10,512	11,001	11,473	3.6%	3.7%	3.9%	4.0%	4.2%	4.3%	4.5%	4.6%	1.0%
60-64	6,047	6,306	6,595	6,918	7,267	7,645	8,050	8,477	2.7%	2.7%	2.8%	2.9%	3.0%	3.2%	3.3%	3.4%	0.8%
65-69	4,620	4,718	4,854	5,007	5,189	5,396	5,645	5,928	2.0%	2.0%	2.1%	2.1%	2.2%	2.2%	2.3%	2.4%	0.4%
70-74	3,513	3,619	3,681	3,781	3,856	3,919	3,989	4,075	1.5%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	0.1%
75+	3,664	3,782	3,906	4,039	4,182	4,336	4,502	4,679	1.6%	1.6%	1.7%	1.7%	1.7%	1.8%	1.8%	1.9%	0.3%
Total	227,779	230,633	233,477	236,331	239,174	242,014	244,815	247,572	100%	100%	100%	100%	100%	100%	100%	100%	

Lampiran 2

Monthly Indonesia's Consumers Price Indices and Inflations,
2005, 2006, 2007, Jan-May 2008 (2002=100), June - December 2008 (2007 = 100), February 2009

Months	2005		2006		2007		2008		2009	
	<i>Inflations</i>	<i>CPI</i>	<i>Inflations</i>	<i>CPI</i>	<i>Inflations</i>	<i>CPI</i>	<i>Inflations</i>	<i>CPI</i>	<i>Inflations</i>	<i>CPI</i>
January	118.53	1.43	138.72	1.36	147.41	1.04	158.26	1.77	113.78	(0.07)
February	118.33	(0.17)	139.53	0.58	148.32	0.62	159.29	0.65	114.02	0.21
March	120.59	1.91	139.57	0.03	148.67	0.24	160.81	0.95		
April	121.00	0.34	139.64	0.05	148.43	(0.16)	161.73	0.57		
May	121.25	0.21	140.16	0.37	148.58	0.10	164.01	1.41		
June	121.86	0.50	140.79	0.45	148.92	0.23	110.08	2.46		
July	122.81	0.78	141.42	0.45	149.99	0.72	111.59	1.37		
August	123.48	0.55	141.88	0.33	151.11	0.75	112.16	0.51		
September	124.33	0.69	142.42	0.38	152.32	0.80	113.25	0.97		
October	135.15	8.70	143.65	0.86	153.53	0.79	113.76	0.45		
November	136.92	1.31	144.14	0.34	153.81	0.18	113.90	0.12		
December	136.86	(0.04)	145.89	1.21	155.50	1.10	113.86	(0.04)		
Inflation Rate		17.11		6.60		6.59		11.06		0.14

Since June 2008, CPI has been based on a consumption pattern obtained from 2007 Cost of Living Survey in 66 cities (2007=100)

Lampiran 3
YFU Strategic Change Framework



YAKULT

Produsen / Distributor : PT. YAKULT INDONESIA PERSADA

Masuk Pasar Indonesia : Februari 1990

Produksi massal secara lokal : Januari 1991

Kapasitas Produksi : 1,8 juta botol / hari

Segmentasi : 10-70 yo, M/F, SEC A-C, tema kesehatan khususnya kesehatan usus

USP : Mengandung probiotik yang khusus (*L. Casei Shirota Strain*) yang ditemukan oleh pendiri Yakult dan sebagai pelopor minuman probiotik. Manfaat Yakult adalah terletak pada bakterinya yang mampu hidup sampai usus kita karena itu bakteri ini dapat memberikan manfaat seperti:

- Mencegah gangguan pencernaan
- Meningkatkan daya tahan tubuh
- Meningkatkan jumlah bakteri berguna dalam usus
- Mengurangi racun dalam usus
- Membatasi jumlah bakteri yang merugikan dalam usus.

Tag Line : PELOPOR PROBIOTIK

Revenue 2009 (est.) : 500 milyar (MS 61%)

Aktivitas promosi : TVC, iklan media, spot Radio, *Billboard*, *Web-site* (www.yakult.co.id), Kunjungan Pabrik, *Press-con*, CSR (bantuan ambulans korban gempa yogyakarta)

Penghargaan : *Investment Award* Terbaik ke-2 tahun 2007, *Top Brand Award* 2007, *Indonesia Best Brand Award* 2008

Sistem Pemasaran:

- *Direct Sales / Direct Distribution* : 37 cabang/TKU yang tersebar di Jawa, Bali, Sumatera, Kalimantan & Sulawesi
- *Yakult Lady* : Distribusi oleh ibu-ibu RT ke *end-user*, ada 1100 YL di 93 center di Jakarta, bogor, Depok, Tangerang, Bekasi, Serang, Cilegon, Semarang, Yogya, Surabaya, Medan, Bali, Palembang.

Variasi Produk : Yakult 65 ml (6 in pack) Price Rp. 6000.- (per pack)
Yakult ACE Premium Price Rp. 4000 (per botol)

VITACHARM Probiotik

Produsen / Distributor : PT. ULTRA PRIMA ARTHA BOGA (OT Group)
Masuk Pasar Indonesia : 1978
Merek : Vitacharm Multi Probiotik (2007)
Segmentasi : 10-70 yo, M/F, SEC A-C, tema kesehatan khususnya kesehatan usus
USP : Mengandung multi probiotik ABC yang memberikan pertahanan lengkap di usus halus dan usus besar. Manfaat seperti:

- Membantu masalah BAB yang tidak teratur
- Membantu mengatasi diare
- Membantu mengatasi sembelit

Tag Line : Membantu mempertahankan fungsi cerna

Pendapatan 2009 : 124 milyar (MS 15%)

Aktivitas promosi : TVC, iklan media, spot Radio, *Billboard*, *Web-site* (www.Vitacharm.com), *Kunjungan Pabrik*, *Press-con*, *3-Days Challenge Campaign*, *BTLs (Fun walk, dll)*

Sistem Pemasaran : *Direct Sales / Direct Distribution*, *C2C (Customer to Customer)*,
E-Sales

Variasi Produk : Vitacharm 65 ml (6 in pack) Price Rp. 5750.- (per pack)

Varian : Classic White, Strawberry, Orange, Grape, Apple

ACTIVIA

Produsen / Distributor : PT. Danone Indoensia

Masuk Pasar Indonesia : 2008

Segmentasi : 10-70 yo, M/F, SEC A-C, tema kesehatan khususnya kesehatan usus

USP : Mengandung Multi probiotik ABC yang memberikan pertahanan lengkap di usus halus dan usus besar. Manfaat: membantu masalah BAB yang tidak teratur

Tag Line : Memperlancar BAB

Pendapatan 2009 : est. 42 milyar (MS 4%)

Aktivitas promosi : TVC, iklan media, spot Radio, *Billboard*, *Web-site* (www.Activia.co.id), *14-days challenge* lancar BAB, Komunitas Activia, BTLs

Sistem Pemasaran : *Retail Distribution, Activia Community*

Variasi Produk : Activia 150 ml Price Rp. 3,500.- (per pack)

Varian : Strawberry, Orange