

# Company Profile



## *Lovely Rattan*

Vila Bogor Indah blok GG9 no 48, Bogor – Indonesia,  
poscode : 16157

Director : Lovely Lady

E-mail : [lady1971@gmail.com](mailto:lady1971@gmail.com)

Website : <http://lovelyrattan.com>

# PRODUCT BACKGROUND

Abundant rattan production in Indonesia is still slightly processed to produce high value products. The uniqueness of rattan characteristics and their flexible material can be created to high-value craft for homedecor. The idea of developing the design of rattan products is a background of founding the lovely rattan business.



# VISION

*To design and make beautiful and eco-environmentally homedecor from rattan that give a warm touch in your rooms.*



# MISSIONS

Develop nice design for rattan product

Make beautiful home decoration with a warm touching of rattan.

Provide eco-environmentally solutions for organizers and interior goods using natural materials.



# PRODUCTION

We manufacture rattan craft in our workshop in komp.Villa Bogor Indah, Bogor – Indonesia. Our production process supported by trained workers in manufacturing the rattan craft. Our workers have the precision and diligence to make craft. We produce handicrafts from rattan for homedecor, organizer, and food containers. Our products are designed by our own designer. The models are always be updated and we receives feedback from customers happily. Quality control is carried out throughout the production process to ensure the products have a neat working. Our production capacity per month is 300 units



# PRODUCT

We produce two types of homedecor :



Basket



Tray and wall decor



We design and create various models of basket. All of our products are handmade and finished using water based varnish. We produce baskets, tray, and containers in our workshop in Bogor-Indonesia.

# RAW MATERIAL

Getting quality raw materials is our challenge. Our workshop was in Bogor near to Jakarta and there wasn't natural rattan available on java island where we are. We were looking for rattan raw materials to one place of its source to get good quality materials. We got a good cooperation with a raw rattan material producer on West Sumatera, one of the rattan producing areas in Indonesia.



# VALUE PREPOSITION

*We always develop our product design, and happily receive feedback and suggestions from consumers. Quality control is carried out throughout the production process. Starting from select the quality of raw materials, controlling the process of woven, controlling on the process manufacturing, until the finishing process by checking the neatness of the product before packing and shipping.*

*As a form of concern of taking care of the environment we use water base varnish for finishing our products.*





# Small Business Legalitas from government of Republik of Indonesia



PEMERINTAH REPUBLIK INDONESIA

## IZIN USAHA

(Izin Usaha Mikro Kecil)

Berdasarkan ketentuan Pasal 31 Peraturan Pemerintah Nomor 24 Tahun 2018 tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik, untuk dan atas nama Menteri, Pimpinan Lembaga, Gubernur, Bupati/Walikota, Lembaga OSS menerbitkan Izin Usaha berupa Izin Usaha Mikro Kecil (IUMK) kepada:

Nama Pemilik Usaha	:	LOVELY LADY
Nomor Induk Berusaha	:	1270000303505
Alamat Pemilik Usaha	:	VILA BOGOR INDAH BLOK GG.9 NO.48, Kel. Ciparigi, Kec. Bogor Utara, Kota Bogor, Prov. Jawa Barat
Nama Usaha	:	Lovely Rattan
Kode KBLI	:	31002
Nama KBLI	:	INDUSTRI FURNITUR DARI ROTAN DAN ATAU BAMBU
Alamat Usaha	:	Komp. Vila Bogor Indah blok GG9 no 48, Kel. Ciparigi, Kec. Bogor Utara, Kota Bogor, Prov. Jawa Barat

IUMK berlaku untuk melakukan kegiatan usaha baik produksi maupun penjualan barang/jasa dan berlaku sebagai izin lokasi usaha sesuai ketentuan perundangan.

Izin Usaha Mikro Kecil (IUMK) berlaku efektif sejak tanggal dikeluarkan.

Apabila di kemudian hari terdapat kekeliruan dalam Keputusan ini, maka akan dilakukan perbaikan sebagaimana mestinya.

Tanggal Terbit Izin Usaha : 30 Maret 2021



*Dokumen ini diterbitkan melalui Sistem OSS atau dasar data dari pelaku usaha. Kebenaran dan keabsahan atas data yang ditampilkan dalam dokumen ini dan data yang terinput dalam Sistem OSS menjadi tanggung jawab pelaku usaha sepenuhnya.*

# Marketing Communication



*Our products can be found on lovely rattan's website and instagram. The information and company profile presents more details on the website. Please visit us.*

Web : <http://lovelyrattan.com>

Ig : <https://instagram.com/lovelyrattan7>