

QPS

PT. Queen Pacific Suksesabadi

QUEEN PACIFIC



OWNERSHIP/ATTENDING:
Surianti (Director),
Eppy Dianasari (Marketing)

YEAR ESTABLISHED:
1997

MAIN PRODUCT CATEGORY:
Women's EVA sandals, flip-flops, and jellies

SPECIALIZATION:
High fashion volume priced sandals

PRODUCTION CAPACITY:
6,000 pr. per day

**CURRENT INTERNATIONAL BUYERS/
EXPORT DESTINATIONS:**
Kenya, Gambia, Italy, Thailand, Malaysia, Singapore, Viet Nam, Hongkong, Cambodia, Peru, Argentina, United States

INITIAL MINIMUM ORDER:
3,000 pr.

MINIMUM PRODUCTION REQUIREMENT:
1,000 pr. color, minimum 3 colors, or 3,000 pr.

Local contact:
Trade Facilitation Office
Canada, Phil Zwibel
1-416-828-0877
At MAGIC: 215-459-5084
phil.zwibel@tfoCanada.ca



This factory has shorter than normal lead times to develop jellies, and smaller than normal development requirements for all its products. Current export buyers are loyal and come back year after year.

Attending Footwear Sourcing at Magic for the second time

ADDRESS:
Kompleks Daan Mogot Prima Blok B2 No.1-2,
Jl. Daan Mogot Raya KM 12.8, Jakarta Barat

BOOTH NUMBER:
g2209—Indonesian Pavilion

LOOKING FOR:
International brands, national discount retailers,
local representative/agent.

COMPANY CONTACT:
62-21-54372762
suri@cbn.net.id
aps@cbn.net.id

How does a young woman in Indonesia start her own shoe business? In Suri's case, you start in the purchasing department of a flip-flop sandal factory, learn as much as you can, take on as many new responsibilities as are offered, and move up the organization ladder. Eventually, as manager of operations in charge of production, purchasing, and marketing, she saw the big picture.

For Suri, that meant starting her own flip-flop sandal factory, with her own designs, and her own strategy. In this highly industrialized production, Suri chose to employ 90% female workers for their passion to chase perfection. Her background in all aspects of the production, from purchasing, design, and production planning gave her the experience needed to understand this highly competitive and some would say saturated market of flip-flops. She decided to develop the "jelly" type business as an avenue to supply fashionable, durable, but inexpensive shoes to the local population.

There are some very clever innovations inherent in Suri's sandals that add features, advantages, and benefits to this typically utilitarian product. Queen Pacific's flip-flops are simply better than most flip flops. Some say that she has the fastest selling shoes in the local market.

Her efforts and enthusiasm caught the attention of many local brands and both local and international retailers. Her shoes are sold on 5 continents as well as a global brand. A large international designer brand is now developing products in partnership with Suri. Through its first participation at MAGIC, Queen Pacific is now entering the North American market with the assistance of the Trade Facilitation Office of Canada.