# COMPANY PROFILE

PRESENTED BY: BALI REEF AQUARIUM



Aquatic Solutions Start Here

# INTRODUCTION

#### Company Summary

Bali Reef Aquarium was established in August 2003 by Yoki Sinugroho with the aim of becoming the largest and most reliable aquarium retail store and aquatic specialist in Bali.

Bali Reef Aquarium is the pioneer of the aquarium business in Bali, which has since grown progressively, becoming more professional as an aquatic contractor and supplier for aquatic design in Bali. With this expertise we have been able to satisfy many demands for large groups of Star Hotels, Private Villas and Residences, whether acting as professional advisor, contractor or aquatic goods supplier. We have supplied to many established commercial companies and industrial fish farming, to name a few are Apurva Kempinski Hotel, Taman Safari Bali, Beachwalk Mall Bali, and AYANA Resort and Spa Bali.

Following the massive expansion of our company since 2003 UD Bali Reef Aquarium became a limited liability company and the name was changed to PT Bali Akuatik Solusindo, while continue to use Bali Reef Aquarium for its main brand

As an aquatic goods supplier, we provide a large variety of fishes, plants and aquarium equipment ranging from marine fishes (Fish and Invertebrate), freshwater fishes (koi, arowana and tropical fish), aquariums and aquatic equipment, fish foods and many more. Our retail stores are currently located in Sanur and Marlboro Indah, Bali, Indonesia.



#### Company Vision

Our vision is to become the default destination for customers to find solutions for their aquatic project, no matter who and how they want to shop.

And to become a major company which excel in aquatic discipline such as: Production, consultation, traders, research and development. Which promotes efficiency in the industry and also awareness of the environment.

#### Company Mission

To accelerate the advent of sustainable Aquatic Industry by empowering our customers through simplifying the solutions towards their aquatic project, in materials, information, and services.

#### Company Core Values

Faith- To have a deep belief that we will achieve our vision by executing our mission day by day.

Integrity- Upholding a strong moral principle, as your reputation is dependent on it

Creativity- Creating originality, and beautiful solutions. No matter what, no matter how.

Passion- To love the process, no matter what as nothing is instantaneous .

Support- No one can do this alone. Support and collaboration is needed among colleagues, customers, and suppliers.



#### **Board of Directors**



Yoshua G. Sinugroho B.Sc Managing Director

Graduated from one of the most prestigious university in Marine Biology namely James Cook University, Yoshua has a wide ranging experience in Aquatic Projects, Aquaculture, as well in Aquatic RnD.



Yoki H Sinugroho Pressident Commissioner

Yoki is the founder of Bali Reef Aquarium, in which he started the business in August 2003 due to his long lasting hobby of constructing and maintaining marine life inside an aquarium. Yoki started more than a decade ago and now has become the biggest retailer, contractor and consultant of aquatic system in Bali.



**Evelyn Sinugroho B.Sc Arch** Director of Sales & Marketing

With her background in design industry, Evelyn currently specializes in the company's sales, marketing and retail operations. She aspires to grow the aquatic community and therefore grow its market to become a mature industry in aquatic hobbyist.



Maria W Sayono Commissioner

Maria joined Bali Reef Aquarium in 2007 acting effectively as the administrator manager and head occountant of the company. Prior to joining Bali Reef Aquarium, she has had the experience of running a garment production and export business. And before that, she had experience as an accountant at Iskandar Textile factory in Solo, Java.

# **Company Members**

At Bali Reef Aquarium, we have 30 dedicated staff to operate the business, divided into 5 departments, Retail, Marketing, Project and Maintenance, Back office and administration as well as livestock team. We have dedicated staffs that take great care of our aquatic livestock and retail shop and quarantine center. Some of the staff members are also specialized in the construction and development of large scale aquarium along with the installation of vital equipment that acts as a life support system for the entire aquatic ecosystem. All members of our staff are trained and has experience in the aquatic industry and therefore are more than capable of handling the daily operations and troubleshooting at Bali Reef Aquarium.





# **Flagship Sanur Store**



SANUR STORE JI. Hangtuah No.42, Sanur Kaja, Denpasar Selatan, Kota Denpasar, Bali 80227













# **Flagship Sanur Store**





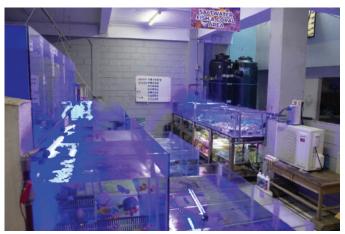












# Marlboro Indah Store



MARLBORO STORE Pertokoan Marlboro Indah, Padangsambian, Kec. Denpasar Barat, Kota Denpasar, Bali 80119









# Marlboro Indah Store

















## **Quarantine facilities**

#### GILIMANUK QUARANTINE CENTER



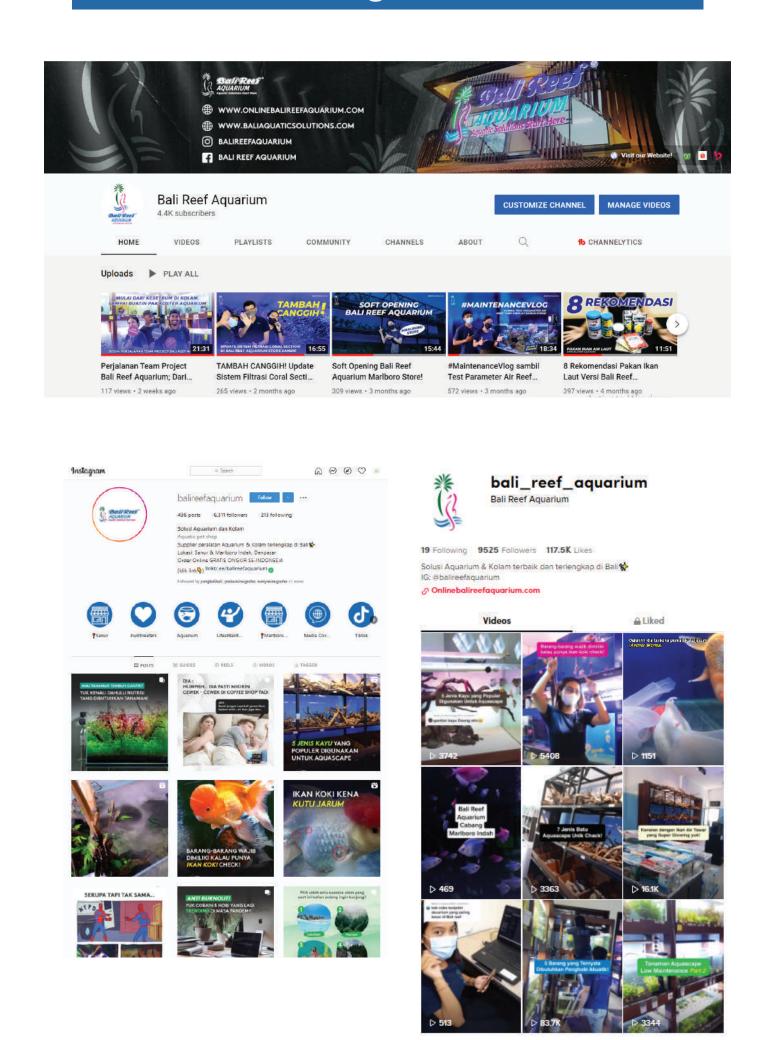
#### DENPASAR QUARANTINE CENTER



# **Aquatic Community Events**



### **Marketing Initiatives**



Building a 3.5m long aquarium project setup in Nagisa Villa, a Japanese distribution co. in 2008.



#### Picture of villa kacang pond project 2008 in Jasri Beach, Karangasem, Bali



We have accomplished a pond building project in 2008, based on the Architectural design drawing, until we can setup the filtering system and placed 500 koi fishes that have thrived and breed inside the pond until now.

In this project includes waterfall and a small well and river running down into the pond.

Private Villa Mahendradata 2013



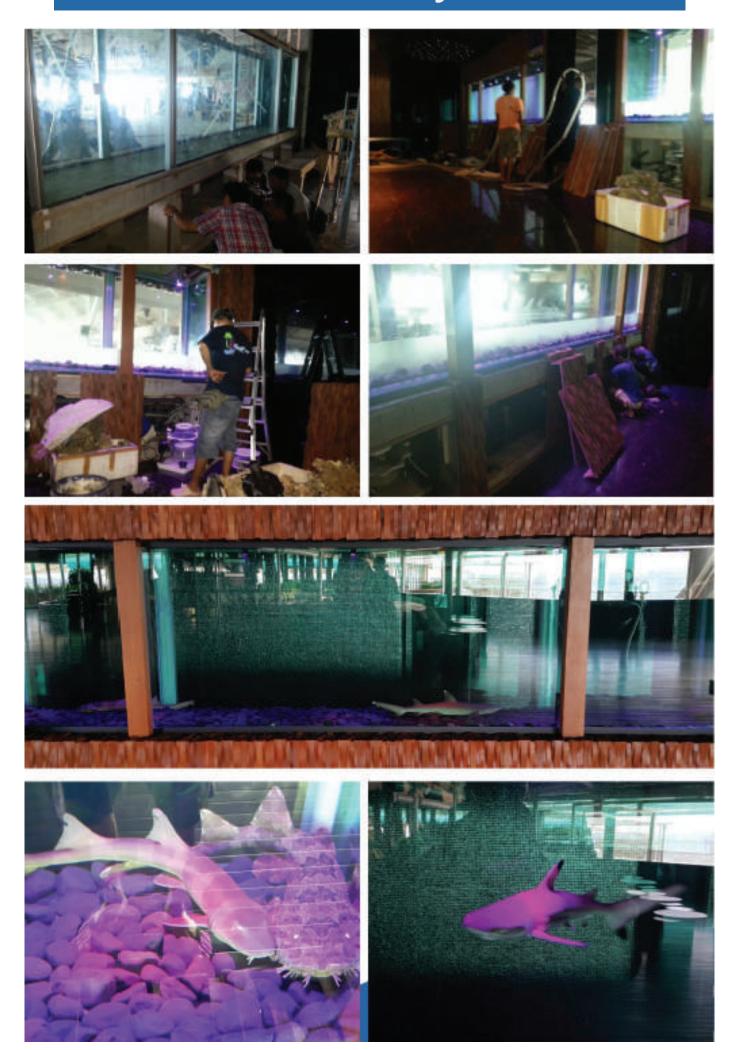


Bali Reef Aquarium handles both the construction and maintenance for this 3.3 meter shark tank







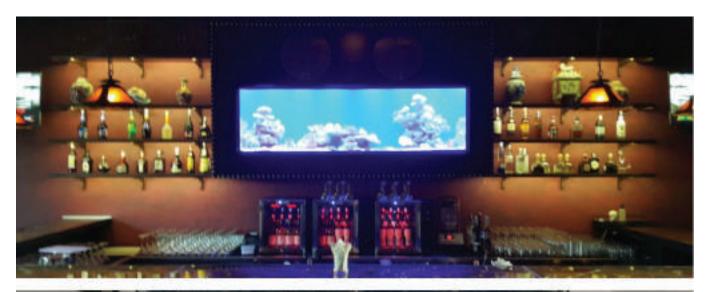




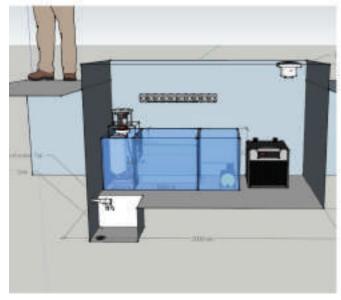


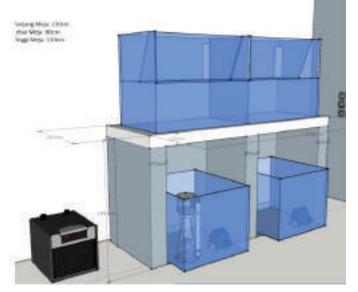








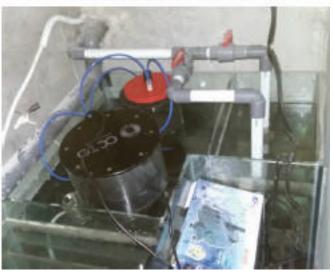














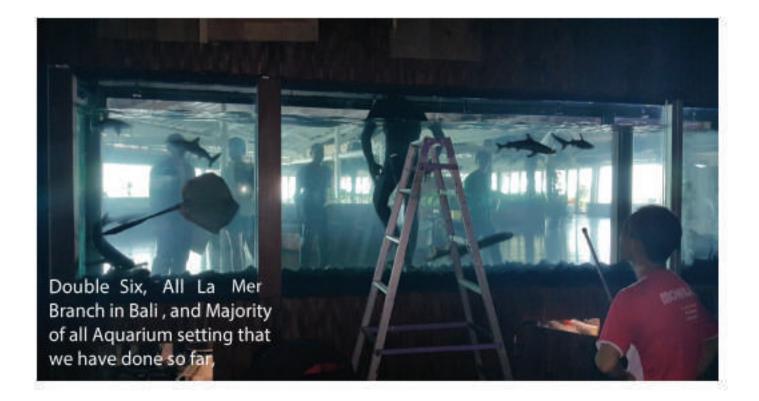








#### **Maintenance Services**





#### Media Coverage





'Seven blackfin sharks, Tuesday (14 February 2017), were released in Gilimanuk Beach. This release is done by fishermen and citizens of Gilimanuk who care about the marine ecosystem. Yoki Sinugroho, one of the local residents admitted the sea is the livelihood of Gilimanuk residents.' - Bali Travel News



Operational Manager & Desaigner Bali Reff Aquarium, Evelyn Sinugroho mengatakan coral dan ikan hias air laut makin banyak diminati masyarakat "Kalau keseluruhan disini lebih banyak

peningkatan penjualan coral dan ikan air laut. Coral yang diminati blasto, batu jeruk merah, montipora, siwalan hijau

Menurutnya, harga ikan air laut ione:



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# **Our Product Range**

We Supply wide ranges of product to provide which include Pond, Gardening, and Aquarium accessories.

#### Pond Division

- Fish Food
- Pond Lamp
- Pond Vacuum
- Pond Pump
- Filter
- Filter Media
- UV Clarifier
- Pond Medication
- Fish Medication









# **Our Product Range**

# **Our Product Range**

- Circulating Pump
- Air Pump
- Chiller
- Heater
- Skimmer
- Aquarium Accessories
- Fish medication
- Vertebrate & invertebrate feed
- Various Marine and Freshwater
- fish and invertebrate





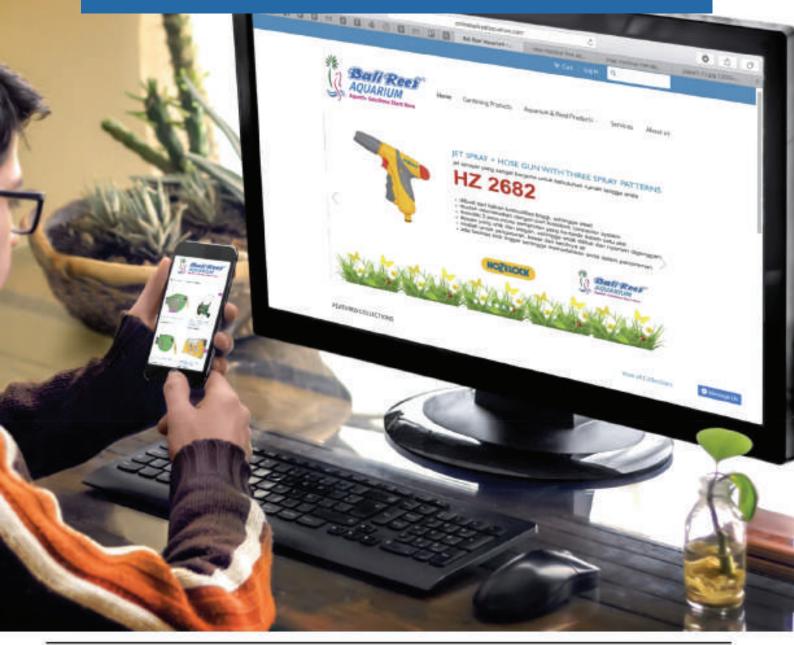




#### Garden Division

- Sprinkler
- Hose
- Garden Lamp
- And other varieties of Garden accessories

# Omnichannel

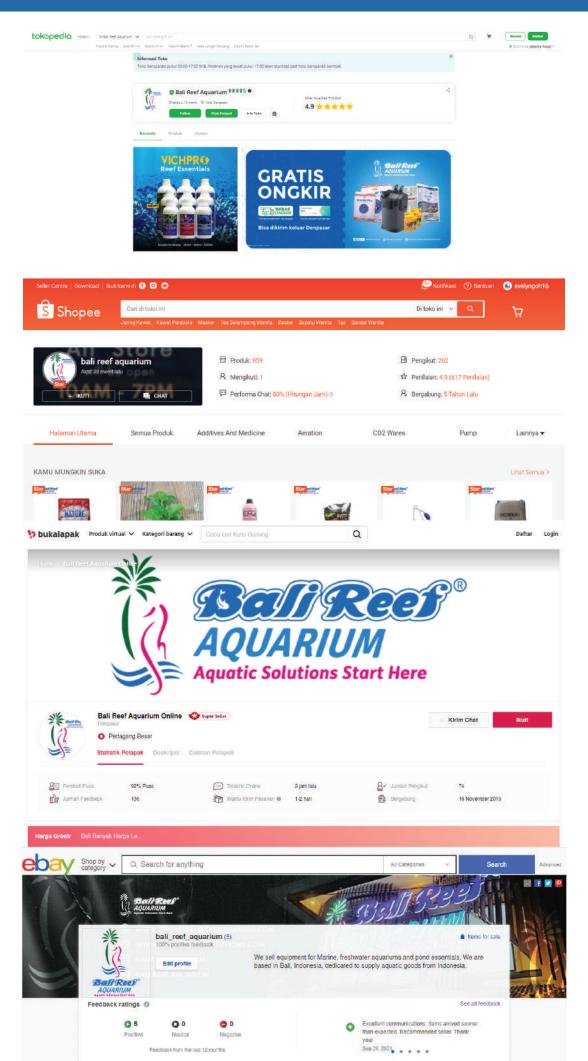




### **ONLINE STORE**

In addition to our retail store you can also find all of our products online at: onlinebalireefaquarium.com

## Omnichannel



# Thank you