

---

---

## We helped one of the biggest state-owned bank in Indonesia to develop its corporate plan

### Case: Developing corporate plan

#### Situation

- Our client as the biggest and most profitable micro-finance institution in Indonesia planned to go public in 2003.
- However, our client had no clear strategic directions and solid corporate plans to compete for the next five years.
- MarkPlus&Co was asked to help them to revamp their existing 5-year corporate plan and marketing blue print to convince potential investors that it has solid future strategy.



#### Approach

- Conducted desk research, competitor analysis, and qualitative and quantitative survey to existing and potential customers as well as in-depth interviews to internal management.
- Concluded that our client should strengthen its position in micro-finance industry and have clear direction and solid strategy for the future.
- Recommended our client to focus its business to small and medium enterprises, own high-performing business unit and have solid marketing strategy.



#### Outcome

**A 5-year corporate plan and marketing blueprint which was developed to guide our client in achieving its vision as the best bank in Indonesia in 2007. The formulated corporate plan and blueprint were also used as the core strategy to convince capital market during IPO of which our client was chosen as the best IPO in the history of Indonesia capital market.**

---

---