WOMEN’S ROLE IN INDONESIA’S BUSINESS DEVELOPMENT

Presented by:
Putri K. Wardani
President Director  PT. Mustika Ratu, Tbk
Women Entrepreneur Filed of Industries

Mary Kay Ash, an American business women and founder of Mary Kay Cosmetics- a successful cosmetics and beauty company ( USA )

Anita Roddick, Founder of The Body Shop, Cosmetics and Beauty Company ( UK )

DR BRA Mooryati Soedibyo
Founder of Mustika Ratu The Herbal & Cosmetics Beauty Company, Member of Think Tank World Entrepreneur Forum ( INDONESIA )
187 Million Women Starting & Running Businesses in 59 Countries
Only 3 % of Total World Population 6.973 Million (CNN news Dec 2011)
INDONESIA

- Women Population 50.88%
- Man Population 49.12%
- Population in Indonesia
- Entrepreneur Population 1.56%
- Women Entrepreneur 0.1%
60% of SMEs run by women in Indonesia
HOW TO ENCOURAGE WOMEN TO PARTICIPATE TO BUILD ECONOMY IN THE NATION
Linda Gumelar said that banks with special treatment to women entrepreneurs.

In addition, women entrepreneurs will also receive education on basic accounting and entrepreneur skill given by the SMEs Ministry. (Investor Daily: May 27 2012)
MUSTIKA RATU

Field of Business > Herbal & Natural Cosmetics

The company PT. Mustika Ratu Tbk was established in 1975 by DR. BRA. Mooryati Soedibyo, A Keraton princess, the grand daughter of Sinuhun Pakubuwono the tenth, King of Keraton Surakarta Hadiningrat.

Field of Business > Herbal & Natural Cosmetics
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- Body Treatment Cocoa Series
- Sun Flower Series
- Algae Series
- Neck & Shoulder
- Limited Edition Moors Professional Make Up
- Lulur Kocok Ratu Mas
Tips For Being a Reliable Entrepreneur
Tips For Being a Reliable Entrepreneur

Customer Gathering
Jakarta

Customer Gathering
Singapore Tour
1. Indonesia Best Brand Gold Award From SWA
2. Superbrands Awards In 2003 - 2006
3. Golden Brand Awards In 2008
4. Indonesia Best Brand Platinum Award In 2010 from SWA
1. BAZAAR BEAUTY AWARDS 2011
   LULUR KOCOK RATU MAS

2. BEST BRAND 2011
   MUSTIKA RATU OLIVE OIL

3. SUPERBRANDS
   MUSTIKA RATU 2010-2011

4. INDONESIA BEST BRAND PLATINUM
   SLIMMING TEA MUSTIKA RATU

5. INDONESIA ORIGINAL
   BRANDS 2011 PRODUCT
   CATEGORY : COSMETIC

6. ECONOMIC CHALLENGES AWARD
   IN COSMETIC SECTOR

7. INDONESIA BEST BRAND GOLD
   MASKER BENGKOANG
   MUSTIKA RATU

8. BAZAAR BEAUTY AWARDS 2011
   MUSTIKA RATU
   MASKER BENGKOANG
Taman Sari Royal Heritage Spa as Canada’s TOP 50 Spa
“Thank You”