

Before you enter Indonesia, know what it actually costs.

I build the market analysis, the financial model and the decision deck that tell a brand whether Indonesia is worth it — using numbers from having run the channels, not from reading about them.

Muhammad Abdi G W / Brand & e-commerce operator / Based in Indonesia

7%

WHAT THE
MARKETPLACE RATE
CARD SAYS

42%

WHAT SELLING A
UNIT ACTUALLY
COSTS

That gap is where Indonesian entry cases go wrong. Published commissions are roughly a quarter of the real cost. The rest sits in shipping-subsidy programmes you must join to be visible, affiliate payouts, co-funded campaign vouchers, and the advertising without which listings never surface at all.

THE PROBLEM

Most Indonesia research is written by people who have never had a seller dashboard open.

It reports the platform commission from a published rate card, adds some market-size figures from a syndicated report, and stops. A brand then builds a board paper on a cost assumption that is wrong by a factor of five or six, and discovers it two quarters and several hundred thousand dollars later.

The mechanisms that decide whether a brand makes money here are not published anywhere. They are learned by operating: which promotional programmes are genuinely optional and which are a condition of visibility; what the price ladder actually looks like once live selling sets the reference point; how much advertising a new seller needs before organic reach exists at all; and what changed in the platform fee regime this quarter, because in 2026 something usually has.

I spent six years on the other side of that dashboard, running a multinational brand's Indonesian operation. That is the difference between the work I do and the research you can buy for a few hundred dollars.

TRACK RECORD

Operated, not observed.

Negative →
+15%

Turned a negative revenue balance at UniTAG in mid-2025 into 15% year-on-year growth by the close of that year, then held 5–10% growth through 2026 — both year-on-year and month-on-month, which is what separates a structural fix from a campaign spike

Rp1 billion

Single-day sales record at Fipper Indonesia, forty times the daily average — an average that itself rose from Rp5 million to Rp25 million across the period

Rp1.5M →
Rp13M

Average daily sales at Fipper Surabaya, built from a standing start to nearly ninefold — alongside rewritten operating procedures, stock handling and fulfilment, because the ceiling on growth there was operational rather than commercial

1,500 →
152,000

Store following at Fipper Surabaya, and 25,000 to 352,000 at Fipper Indonesia — audience and revenue moving together rather than independently

Shopee Mall

Took Planet Gadget to Shopee Mall status by rebuilding store operations and training a dedicated operations team

WHAT I DO

Three ways to work together.

I am a strategist, not an executor. I do not run ad accounts or manage stores. I build the analysis, the model and the argument — your team runs it.

Indonesia Market Snapshot 5–7 WORKING DAYS

A fast, honest read on whether the market is worth pursuing. Market sizing triangulated from two directions, a teardown of five direct competitors, the real channel economics for your price point, and a go / no-go recommendation against criteria we agree before I start.

You get → 8–10 slide deck • one-page executive summary

Indonesia Market Entry Blueprint 2–3 WEEKS

Everything in the Snapshot, plus the decision architecture: entry-mode assessment across control, capital commitment, risk and speed; segmentation and positioning; a pricing and channel plan built for how Indonesian buyers actually behave; and a three-year financial model driven by real channel economics rather than growth assumptions, with three scenarios and sensitivity on the two variables that matter most.

You get → 14–18 slide decision deck • financial model workbook • working session

White-label capacity MONTHLY RETAINER

For agencies and consultancies whose clients are asking about Indonesia. I work behind your name — research, models and decks delivered as yours, with a fixed turnaround and a fixed revision round. No recruitment, no fixed cost, no client-facing presence from me.

You get → agreed deliverables per month · 48-hour scope confirmation · full white-label

Read something I wrote before you decide.

Indonesia Channel Reality Check breaks down what Shopee, Tokopedia and TikTok Shop actually cost a seller, with a worked example and the gross margin threshold a brand needs to clear before entry makes sense. It also covers the May 2026 fee change that repriced premium products overnight — and that most entry models have not caught.

[READ THE DOCUMENT](#)

HOW IT WORKS

No surprises, in either direction.

1

Discovery

A short questionnaire, then a 30-minute call. I send back a written brief for you to confirm.

2

Written scope and quote

What is included and what is not, revision rounds, timeline, price. All in writing before anything starts.

3

Early draft, deliberately rough

Delivered at around 70% complete, sooner than you expect. Misalignment is far cheaper to find now than at the end.

4

One consolidated revision round

All comments at once, addressed together.

5

Final delivery and handover

The finished work, plus a 30-minute session so your team can actually use it.

WHO YOU WOULD BE WORKING WITH

A brand manager who can also build the model.

Most brand people stop at the strategy. Most analysts never had to make a strategy work on a Thursday when the campaign underperformed. I have done both, in this market, with real money on the line — six years running e-commerce and brand operations for a multinational footwear brand in Indonesia and Singapore, then brand strategy for a consumer brand across ten stores, five marketplaces and a team of sixty.

That combination is why my market analysis arrives with a financial model attached, and why the model uses numbers I have actually paid rather than numbers I have read. It is also why I will tell you when the answer is no. An entry case that only works under optimistic assumptions is not a finding worth paying for.

I work in English and Bahasa Indonesia, and I am here — in the market, in the timezone, with the accounts open.

What question are you trying to answer?

Tell me what you are weighing up about Indonesia. If I am not the right person for it, I will say so.

