



SENRI Ltd



- ❑ Address: Meguro-ku, Tokyo
- ❑ Employees: 7
- ❑ Established in 2015
- ❑ Business: Information technologies

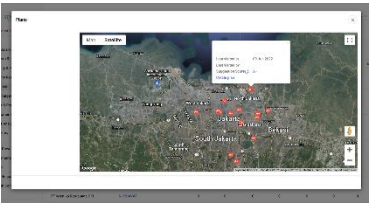
<https://senriltd.com/>

Outline of the demonstration project

- Project of AI order management for distribution optimization of FMCG industry in Indonesia

Cooperation with local companies/governments

- Local Partner : PT. Mustika Ratu (cosmetics manufacturer listed on the Indonesian Stock Exchange)
- Details of cooperation and collaboration : Provision of feedback of product usage and collection of data for monitoring and evaluation



Targeted economic/social issues

- In the Indonesian retail market, about 70% of sales are made through traditional trade, mainly kiosks. As a result, it is extremely difficult for manufacturers to build a distribution network and reach their customers.

Details of demonstration

- SENRI ltd has provided order management system “SENRI” mainly in African nations, and has developed demand projection AI based on data from 1 millions retail stores and 4 millions visits.
- Based on the AI algorithm above, this project aims to deploy AI algorithm for Indonesian retail market and optimize order and distribution system with local partners.

Expected outcome of beneficiary effects

- Increase productivity of local manufactures mainly in FMCG and facilitate growth with improved predictability of business.
- Activate traditional retail through the visualization of transaction Information of Warung (kiosks) and small and medium retailers.