

# COMMERCIAL ASPECTS

## ASPEK PEMASARAN

*Take-off indoavis, the outlook is good*



Your Safety is  
our mission

Navigational operation support is an important part of flight operation worldwide. Apart from being a mandatory to equip air operators, this product, both in hardcopy or softcopy, have a significant role in the safety of flight operation and constitute as an air operator of the qualification.

Operational navigation support product is an exclusive product, hard to get and relatively expensive, because the production process is the complex one, in compilation, analyzing and its evaluation. It requires high accuracy and highly qualified human resources to deal with high technology and prevailing rules and regulation.

Indoavis sponsorship program means periodical advertising agreement on Indoavis products, both chart & book, the objectives of program :

1. Joint promotion in correlation with commercial air transportation services industry, product duration/validity period between 3 months until 1 years;
2. Production cost reduction program for sales prices.
3. To participate in informing & socializing safety flight in Indonesia.

#### Products sponsor:

- 1) IFR En-route H/L Alt Split Chart
- 2) Indonesia Index Aerodrome
- 3) AFD (Airport Facility Directory)

Produk Navigasi Pendukung Operasional Penerbangan merupakan bagian penting dalam operasional penerbangan di dunia, selain produk yang wajib dimiliki oleh setiap operator penerbangan berdasarkan regulasi. Produk baik dalam bentuk cetakan/print maupun program/softcopy juga sangat berperan dalam Menjamin Keamanan dan Keselamatan Penerbangan disamping Kualifikasi Para Operator Penerbangan sebagai pengguna.

Karakteristik Produk Navigasi Operasional Penerbangan merupakan Produk Eksklusif yang dibutuhkan, sulit didapat dan dengan harga yang relatif mahal. Hal ini mengingat proses produksinya cukup kompleks dalam hal pengumpulan, analisa dan evaluasi data dengan tingkat akurasi yang tinggi, serta dibutuhkan SDM dengan kualifikasi dan penguasaan teknologi tinggi sesuai dengan peraturan yang berlaku.

Program Indoavis Sponsorship adalah program kerjasama sponsorship pada beberapa produk Indoavis, pada produk berupa peta maupun bentuk buku secara periodik, dimana program ini bertujuan :

1. Melakukan promosi secara bersama dengan perusahaan yang terkait dengan industri jasa angkutan udara,
2. Menekan biaya produksi yang cukup tinggi, agar harga jual produk tersubsidi.
3. Ikut berpartisipasi dlm menginformasikan dan mensosialisasikan Keselamatan dan Keamanan Penerbangan di Indonesia.

#### Produk-produk Sponsor:

- 1) IFR En-route High/Low Alt Split Chart
- 2) Indonesian/ASIA Index Aerodrome Chart
- 3) AFD (Airport Facility Directory)

## FINANCIAL INFORMATION (Operating Revenue Realized 2009 – 2012)

#### Gross annual sales for last four year

- 2012 = USD \$ 250.221
- 2011 = USD \$ 229,231
- 2010 = USD \$ 263,778
- 2009 = USD \$ 157,384

The decrease in revenues in 2011 because the number of additional products coupled with management changes

\* See attached recent Annual Report

#### Laporan Penjualan empat tahun terakhir

- 2012 = Rp 2.479.866.103,-
- 2011 = Rp 2.063.082.017,-
- 2010 = Rp 2,374,006,345,-
- 2009 = Rp 1.416.457.280,-

Penurunan pendapatan pada tahun 2011 disebabkan banyaknya penambahan produk baru dan perubahan manajemen.

\*Lihat lampiran laporan keuangan

## INDOAVIS AERONAUTICAL NAV CHART AND RELATED PRODUCTS

PRICES EFFECTIVE JANUARI 2013



### (NAV) MANUAL / BOOK PRODUCTS

NO	CODE	TYPE OF MANUAL BOOK	PRICE (IDR)		REMARKS
			INITIAL	RENNUAL	
1	ANM	CIVIL AIRNAV MANUAL	6,600,000	4,850,000	Available
2	ANM-H	HELICOPTER AIRNAV MANUAL	7,750,000	5,000,000	Available
3	ANM-S	STUDENT AIRNAV MANUAL	1,650,000	N/A	Available
4	FLIP-MIL	MILITARY FLIGHT INFORMATION PUBLICATION	8,600,000	-	Available
5	ANM-PA	PAPAU AIR-NAV MANUAL	4,250,000	2,500,000	Available
6	AFD	AIRPORT FACILITIES DIRECTORY (AFD)	125,000	N/A	Available
7	AIR-YEAR	AIRPORT (YEAR) BOOK	-	N/A	
8	ATC-TA	ATC TERMINAL AREA BOOK	-	-	On Progress 2013

### (NAV) SPLIT CHART PRODUCTS

NO	CODE	TYPE OF CHART	PRICE (IDR)		REMARKS
			INITIAL/Pcs	RENNUAL	
1	E-HL.S1.2	IFR H/L EN-ROUTE CHART (INA1/INA2)	110,000	-	Available
2	ONC-S	OPERATIONAL NAVIGATION CHART	460,000	-	Available
3	SRC-00	SAFETY ROUTE CHART	550,000	-	Available
4	SAC-00	SECTIONAL AERONAUTICAL CHART	325,000	-	Available
5	TRAC-00	TRAINING AREA NAVIGATION CHART	225,000	-	Available

### (NAV) WALL CHART PRODUCTS

NO	CODE	TYPE OF CHART	PRICE (IDR)		REMARKS
			INITIAL	RENNUAL	
1	E-HW1	IFR WALL H EN-ROUTE CHART	880,000	-	Available
2	E-HL.W1	IFR WALL H/L EN-ROUTE PLANNING CHART	1,200,000	-	Available
3	GNC-ID	GLOBAL NAVIGATION CHART (1:5.000.000)	460,000	-	-
4	JNC-00	JET NAVIGATION CHART (1:2.000.000)	460,000	-	-
5	ONC-W	VFR ONC WALL PLANNING CHART 1:1.000.000	6,600,000	-	Available
6	IXAD-ID	INDEX WALL AERODROME/AIRPORT CHART	120,000	-	Available
7	IXAD-IDP	PAPUA WALL INDEX AD/AIRPORT CHART	660,000	-	Available
8	IXAD-SEA	SOUTH EAST ASIA INDEX AD/AIRPORT CHART	550,000	-	
9	IXAD-WR	WORD INDEX AERODROME/AIRPORT CHART	650,000	-	

### INDOAVIS PILOT SHOOP

NO	CODE	TYPE OF CHART	PRICE (IDR)		REMARKS
			INITIAL	RENNUAL	
1	KNDB	KNEEDBOARD	200,000	-	On Progress
2	INTR-IFR	INTRODUCTION TO INDOAVIS IFR NAVCHART	275,000	-	
3	INTR-VFR	INTRODUCTION TO INDOAVIS VFR NAVCHART	275,000	-	
4	JEP-FC	JEPPESEN FLIGHT COMPUTER	850,000	-	Mica
5	JEP-AP	JEPPESEN ROTATING AZIMUTH PLOTTER	440,000	-	PJ-1 Metal
6	ASA-FCC	ASA CX-2 FLIGHT COMPUTER CALCULATOR	2,000,000	-	
7	HDS-FC	CLASSIC HEADSET (FLIGHTCOM)	3,500,000	-	Model 4DLX
8	HDS-DC	AVIATION HEADSET (DAVID CLARK)	5,500,000	-	Model H10-13.4