

# Annual Surveys Shows Indonesian CEOs Foresee A More Challenging 2008

(Conducted by DEKA Marketing Research & SWA Magazine)

## Grouping of Business Sectors Based on Current Condition and Expectation for 2008

		Expectation for 2008	
		Tend to be Pessimistic	Tend to be Optimistic
Perception on 2007	Above Average	<p><b>Positive Pessimists</b> 5 (FIVE) SECTORS</p> <ul style="list-style-type: none"> <li>•Consumer goods</li> <li>•Agro-business</li> <li>•Property, Real estate &amp; Construction</li> <li>•Textile and Garments</li> <li>•Consulting (business, legal)</li> </ul>	<p><b>Positive Optimists</b> 7 (SEVEN) SECTORS</p> <ul style="list-style-type: none"> <li>•Information Technology</li> <li>•Advertising</li> <li>•Human Resource</li> <li>•Finance (banking &amp; securities)</li> <li>•Printing &amp; Publishing</li> <li>•Retail</li> <li>•Trading &amp; Commerce</li> </ul>
	Below Average	<p><b>Negative Pessimists</b> 7 (SEVEN) SECTORS</p> <ul style="list-style-type: none"> <li>•Electronics</li> <li>•Automotives</li> <li>•Mining, Oil and Gas Chemicals</li> <li>•Telecommunication</li> <li>•Travel, Tourism and Transportation</li> <li>•Chemicals</li> <li>•Distributors</li> </ul>	<p><b>Negative Optimists</b> 3 (THREE) SECTORS</p> <ul style="list-style-type: none"> <li>• Insurance</li> <li>• Pharmaceuticals</li> <li>• Hotel, Restaurants and Fast Food</li> </ul>

Concerns about more uncertain overall situation in 2008 seems to have shifted the leaders of more business sectors in Indonesia to become more prudent in assessing the prospects for their business in the coming year. An Annual Survey of Indonesian CEOs conducted by DEKA Marketing Research and SWA Magazine (leader business magazine in Indonesia) show that chief executives representing less than a half of the 22 (Twenty Two) business sectors, i.e. 10 (Ten) sectors anticipated brisk business prospects for 2008. This figure is lower than the 12 (Twelve) business sectors which enjoyed above-average growth in 2007. The sectors that are predicted to undergo slowdowns in growth are consumer goods, agro-business, property, real estate and construction, textile and garments, and business & legal consulting sectors. They foresee slowdowns in sales volume growths due the inevitable factors affecting the business climate i.e. economic growth being reduced by higher oil price, social-political conditions in the year prior to 2009 election, and law enforcements that are still below expectation.

In order to weather the more challenging year, more business leaders resort to the strategy of strengthening positions in the current market both through enhancing customer relationships as well as product and service innovation.

**DEKA Marketing Research (Independent Marketing Research Consulting in Indonesia)**  
**SWA Magazine (Leader business magazine in Indonesia)**