

COMPANY PROFILE



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DAMARA'S FOREWORD

Welcome to **Damara Consulting** where we believe that every challenge is an opportunity waiting to be seized, every obstacle is a stepping stone towards progress, and every organization, no matter its size or industry, has the potential to achieve unparalleled success.

In a world marked by constant change and evolving business landscapes, the need for insightful, strategic guidance has never been greater. Our consulting firm is founded on the principles of innovation, expertise, and a relentless commitment to our clients' success. We are not just consultants; we are partners in your journey towards excellence. That is the reason we want to contribute to build a world in which people with passion, strong knowledge, and empathy have a chance in delivering sustainable high quality professional consultancy services.

We collaborate closely with you to develop tailored strategies that will not only address your immediate needs but also position you for sustainable growth in the long term. Our consulting firm is dedicated to continuous learning and innovation, enabling us to stay at the forefront of industry trends and emerging best practices.

At **Damara Consulting**, our success is intricately linked to yours. We measure our achievements by the milestones you reach and the goals you surpass. Our focus is on building lasting relationships, grounded in trust, transparency, and a shared commitment to excellence.

As we embark on this journey together, we invite you to explore the possibilities, challenge the status quo, and dream big. With our guidance and your determination, there is no limit to what your organization can achieve.

Thank you for choosing Damara Consulting as your strategic partner. We look forward to being a part of your success story. Let's **Break the Limit and Go Beyond!**

Sincerely yours,



Damara Consulting

ABOUT US

Damara Consulting is a professional consulting firm that specializes in offering comprehensive business strategy and taxation consultancy services to both corporate entities and individual clients. Drawing on our expertise and deep understanding of the market dynamics, we provide tailored solutions that align with the unique needs and objectives of each client. Our commitment to excellence ensures that we remain at the forefront of the industry, continuously adapting to the ever-evolving business and taxation landscapes to deliver cutting-edge guidance and actionable insights.

■ Our Vision

To contribute, build a world in which people with passion, strong knowledge, and empathy have a chance in delivering sustainable high quality professional consultancy services.

■ Our Missions

- Play as a trustworthy and accountable professional consulting firm.
- Committed to understand and support employee's goals and collaborating with them to realize their full potential
- Being client's natural extension of their business, not a third party that sits on the fringes
- Provide the highest quality professional services after gaining an intimate knowledge of our clients' needs, in a timely and professional manner



Core Values



Integrity

belongs to upholding the highest standards of honesty, ethics, and transparency in all interactions with clients, team members, and stakeholders.



Trustworthy

considered as reliable, dependable, and deserving of trust.



Continuous Learning

Damara will embrace a culture of continuous improvement, learning, and innovation.



Respect

fundamental concept that involves recognizing and valuing the inherent worth and dignity of individuals, ideas, cultures, and things.



Client Centricity


belongs to the commitment to put the clients' needs and goals at the forefront of everything we do.



WHY SHOULD CHOOSE US

At **Damara Consulting**, Integrity is not just a buzzword, it's a guiding principle that ensures every decision and action is rooted in honesty and transparency. We are Client-Centric in our operations, meaning your unique needs and objectives are at the forefront of everything we do. We treat every client with the utmost Respect, recognizing that your success is our success.

Continuous Learning is ingrained in our culture, allowing us to stay at the cutting edge of management practices, ensuring we can adapt to the ever-evolving business landscape. Above all, we are steadfastly Trustworthy. Your financial well-being and peace of mind are of paramount importance to us, and we strive to uphold your trust by delivering on our promises and commitments. When you choose us as your management firm, you're not just choosing a service provider, but a partner dedicated to these core values, which will enable your business to thrive and grow.



*“Challenges are gifts that force us to search
for a new center of gravity. Don’t fight them.
Just find a new way to stand.”*

-Oprah Winfrey

METHODOLOGY & CASE APPROACH

Problem Definition

Before jumping to solutions, we first aim to understand and define the problem. What is the client truly trying to solve?

Data Collection

Once the problem is clearly defined, we gather qualitative and quantitative data relevant to the issue. This can involve:

- Internal data from the client (e.g., financial reports, operations metrics, employee surveys)
- External data (e.g., market trends, competitor analysis, benchmarking)

Analysis

We use various frameworks and tools to analyze the data:

- Quantitative Analysis: Financial modeling, statistical analysis, etc.
- Qualitative Analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, Porter's Five Forces, 7S Framework, the BCG Matrix, and many others.

Hypothesis Testing

Instead of going in without any direction, we often form hypotheses about what might be causing the problem or where the most promising solutions might lie. As we gather and analyze data, we're constantly testing these hypotheses.

Solution Developement

Based on analysis, we formulate recommendations to address the problem. These are actionable, practical, and tailored to the client's capabilities and constraints.

Implementation Support

Some projects may also involve supporting the client in implementing the recommendations, although the specifics vary by client needs.

Review & Feedback

After implementation, we often review the outcomes, measure the impact of their recommendations, and gather feedback to ensure the desired results are achieved.

TAXATION

We help organizations chart a clear path to success by providing tailored management strategic services. Our experienced consultants work closely with your team to develop and implement effective strategies that align with your business goals. We specialize in tax services to alleviate the burden of tax compliance and optimization for your business. Our dedicated tax experts keep up-to-date with ever-changing tax regulations, ensuring that you pay the right amount while maximizing your tax benefits. We help you navigate the complex world of taxation with confidence, efficiency, and drive sustainable growth.

■ Tax Compliance

- Monthly Withholding Income Tax
- Monthly Value Added Tax
- Annual Corporate Income Tax Return
- Annual Individual Income Tax Return

■ Tax Dispute Resolution

- SP2DK Response
- Tax Audit and Objection Assistance
- Tax Appeal and Lawsuit
- Judicial Review

■ Tax Training

- In-House Training
- Brevet AB for corporate
- Brevet C for corporate
- Corporate Tax Management

■ Tax Administrative Support

- Taxpayer Registration (Tax ID)
- Registration of Taxable Entrepreneur (PKP)
- EFIN Activation or Extension
- Certificate of Tax Exemption
- Certificate of Domicile (COD)
- Tax Clearance Certificate
- Electronic Certificate (Sertel)

■ Tax Management and Advisory

- Tax Planning
- Tax Management
- Tax Advisory
- Tax Efficiency

TRANSFER PRICING

We offer transfer pricing services that optimize your intercompany transactions to ensure compliance and enhance profitability. Our team of experts will assist you in setting and documenting appropriate transfer prices, helping you strike the right balance between compliance and profitability in a global marketplace.



■ Transfer Pricing Documentation

- Local File
- Master File
- Country by Country Reporting

■ Transfer Pricing Planning

- Transfer Pricing Defense
- Transfer Pricing Policy Development
- Transfer Pricing Risk Assessment
- Advance Pricing Agreement

CUSTOMS

We streamline your import and export operations with our comprehensive customs services. Our experienced professionals are well-versed in navigating complex customs regulations and will guide you through the process. We ensure that your international trade transactions are efficient, cost-effective, and fully compliant.

■ Export

- PEB Documentation
- Documentation Fee Origin and Destination
- Quarantine Handling
- Certificate of Origin Certificate

■ Import

- PIB Documentation
- Customs Clearance
- Tax and Customs



MANAGEMENT STRATEGIC

We help organizations chart a clear path to success by providing tailored management strategic services. Our experienced consultants work closely with your team to develop and implement effective strategies that align with your business goals, improve operational efficiency, and drive sustainable growth.

■ Management Strategy

- Business and Corporate Strategies
- Marketing/Branding Strategy
- Business Reorganization
- Global Initiatives
- Digital and Sustainability

■ Research, Innovation, and Development

- Research and evaluation of advanced trends
- Market research
- Innovation activity support
- Customer research

■ Human Capital Management

- Talent management and acquisition
- Human resource information system (HRIS)
- Organizational and personnel development
- Payroll support

■ Supply Chain Management

- Supply chain strategy and design
- Planning and forecasting
- Sourcing and procurement
- Manufacturing and production
- Distribution and logistics
- SCM Technology and Systems
- Risk Management

■ Financial Advisory

- Financial planning and budgeting
- Financial projection and forecasting
- Internal finance control





ACCOUNTING

We offer a wide range of accounting services designed to enhance your financial stability and growth. From bookkeeping and financial statement preparation to auditing and financial analysis, our skilled accountants work closely with your team to keep your financial records in order, providing the insights you need to make informed business decisions. We are your trusted financial advisors.

- **Bookkeeping**
- **Inventory Management**
- **Budgeting and Costing**
- **Account Payable System**
- **Account Receivable System**

“Your own business growth and success depends on many things, and along that growing path, you are going to have to cencede certain responsibilities and activities -whether for your accounting, operation, or day-to-day management.”

- Michael Gerber

CASE STUDY



News Market Research for X LLC. in Indonesia

X LLC., is one of the world's largest news companies based in the United States.

#1 The problem and its challenge

X LLC. wants to expand globally through its subsidiary to develop software and AI systems to provide managing content development services for newsrooms and multichannel delivery services. In this case, X LLC., asked Damara for help to carry out market research, especially in Indonesia and Southeast Asia.

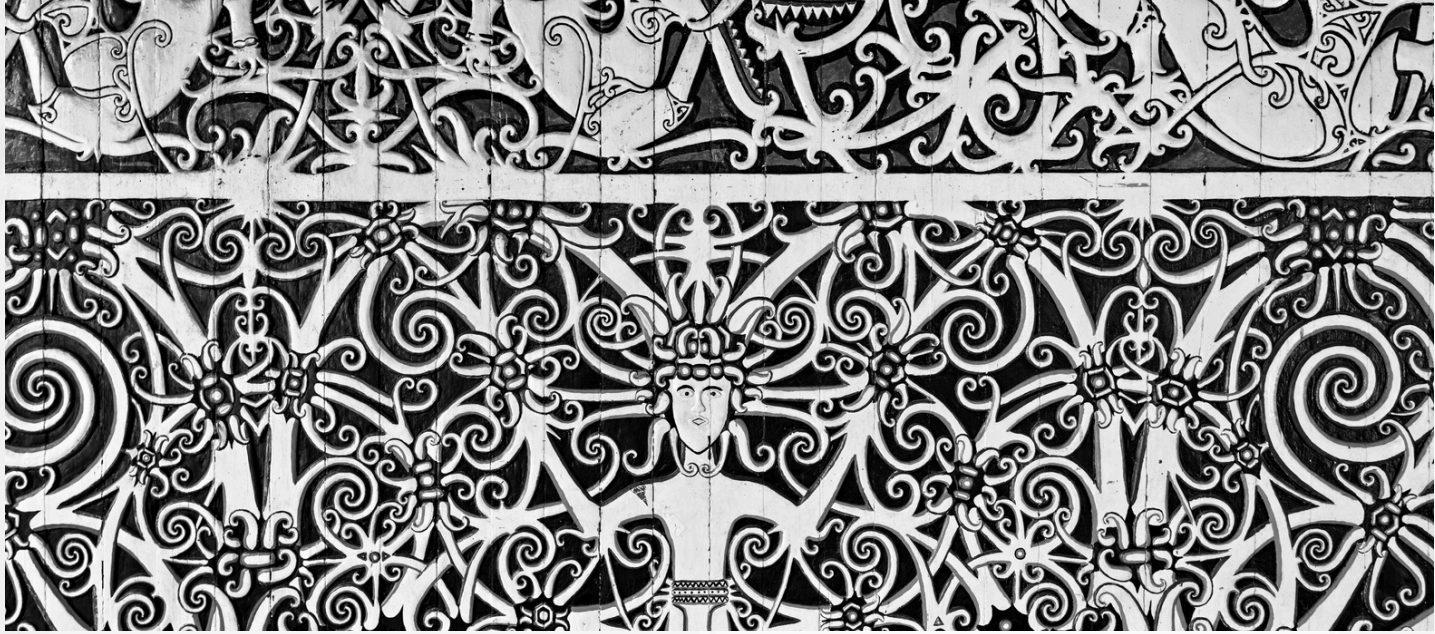
#2 The solution framework

As a management consulting firm, our role is to conduct comprehensive market research, analyze data, and provide strategic recommendations to guide X LLC entry into the Indonesian market. The project entails the following key objectives, such as Market Analysis; Consumer Insights; Competitive Analysis; Market Entry Strategy; Risk Assessment; and Financial Projections

#3 Significant Result

In the Indonesian news market, X LLC aims to secure a substantial market share of 5-10% within the first 5 years, equivalent to 2-4 million readers, while also establishing a significant subscriber base of 100,000 digital subscribers in the first year, with a long-term goal of 500,000 by the fifth year. Revenue projections for X LLC include digital advertising generating around \$5 million in the first year, potentially growing to \$20 million by the fifth year, subscriptions yielding approximately \$5 million initially and scaling to \$25 million by year five, with additional revenue streams from content licensing (1-2 million annually) and events/sponsorships (1-2 million per year). These projections suggest a total potential revenue of approximately \$11 million in the first year and an estimated annual growth rate of 30-40%, culminating in annual revenues exceeding \$50 million by the fifth year.

CASE STUDY



Tax Invoices Issuance Date Disputes

PT X is a manufacturing company that produces utilities to support plant power and electrical company in Indonesia.

#1 The problem and its challenge

In selling equipment to customers, PT X first records the receivables with an accounts receivable scheme, even though the equipment has not yet been delivered. However, due to the obligation to collect Value Added Tax (VAT), PT X does not issue a tax invoice when the receivables are recorded but only when the actual delivery of the taxable goods takes place. In this case, the tax authority subsequently issues an SP2 (inspection request) to examine PT X, claiming that PT X should have issued the tax invoice when the receivables were recorded, rather than when the goods were actually delivered.

#2 The solution framework

As a management consulting firm, we aim to address our clients' challenges comprehensively and holistically, considering both the legal and tax aspects, as reviewed under Government Regulation No. 1 of 2012, as last amended in Government Regulation No. 49 of 2022, and the commercial aspects, evaluated based on the application of accounting principles or PSAK (Pernyataan Standar Akuntansi Keuangan).

#3 Significant Result

With our highly reliable tax consultant, we successfully provided advice to our client through a tax opinion presented during the tax examination and response to the SPHP (Letter of Examination Results Order). Through our advice, our client was declared by the tax authority that the actions of PT X were correct and resulted in the issuance of the SKPN (Nil Tax Assessment Letter).

OUR CLIENTS





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