



Private & Confidential

# Company Profile

Private & Confidential



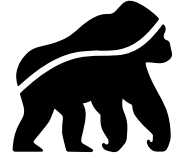
# About Us

House of Smith adalah produk fashion retail untuk pria yang berdiri dibawah naungan **PT. SMITHINDO MITRA MANDIRI.**

Berdiri pada tanggal 8 Januari 2010 di Bandung dengan Konsep yang kami bawa adalah "**Smith sebagai pakaian sehari-hari**".

[www.houseofsmith.co.id](http://www.houseofsmith.co.id)





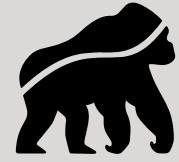
# TAGLINE

Kami ingin pelanggan merasa bangga dengan memakai produk smith, itulah mengapa tagline kami adalah "**iWearsmithtoday**".

Kenapa? karena kami ingin mengajak semua komunitas (target market kami) untuk memakai produk smith setiap hari dan menjadi **kebutuhan emosional** mereka.

[www.houseofsmith.co.id](http://www.houseofsmith.co.id)





# OVERVIEW

Ranking	Change of Rank	Shop Name
TOP 1	-	
TOP 2	-	
TOP 3	↑ 1	
4	↓ 1	
5	-	
6	-	
7	-	House Of Smith Official Shop

Source: <https://brandportal.shopee.com>

**13<sup>+</sup>**

YEARS ESTABLISHED  
SINCE 2010

**#7**

RANK ON LOCAL MEN  
CLOTHES MARKETPLACE  
SHOPEE INDONESIA

**5**

OFFLINE STORE  
BRANCH IN INDONESIA

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**2,3 MILLION**

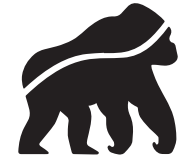
Product sold  
since 2022

**1 MILLION**

Recorded  
Regional  
Transaction Since  
2022

**1,5 MILLION**

Followers on  
Social Media and  
Marketplace



# HOUSE OF SMITH

OFFLINE STORE

## BANJARMASIN

Kp. Melayu Darat 57

## PEKANBARU

Jl. Ronggo Warsito No. 41

## PADANG

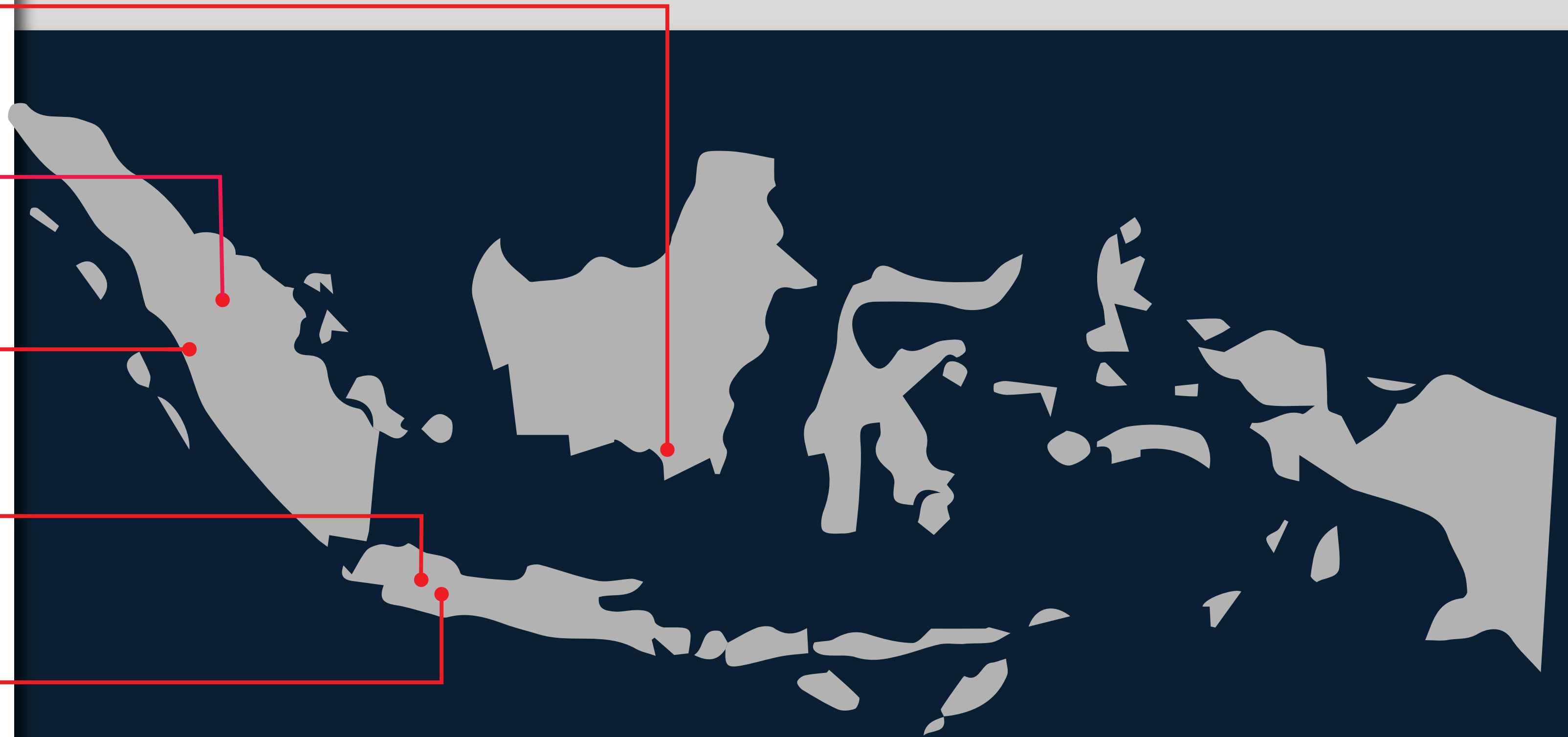
Jl. Sawahan No. 43

## BANDUNG

Jl. Sultan Agung No. 27

## TASIKMALAYA

Jl. Dr. Sukardjo No. 28



[www.houseofsmith.co.id](http://www.houseofsmith.co.id)



# PROFILE

OWNED MARKETPLACE



## Instagram

**Followers : 419.3K**

**Likes : 1.1 M**



## Shopee

**Performa Chat :**

**100% (Hitungan Jam)**

**Pengikut : 1,6 JT**

**Penilaian : 4,8 (886,2RB**

**Penilaian)**



## Lazada

**Lazmall Flagship Store**

**Followers : 112585**

**98% Penilaian Positif Seller**

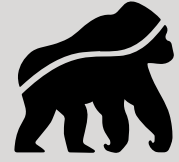


## Tokopedia

**4,9 Rating & Ulasan**

**13 Menit Pesanan diproses**

**Chaptured at June, 2024**



# INSTAGRAM OFFICIAL

houseofsmith Following Message +g ...

1,739 posts 170K followers 112 following

House of Smith  
Clothing (Brand)  
BDG | BJM | PDG | PKU | TSM  
#LifeWithSmith  
Catalog: @houseofsmithcatalog  
Shop now [houseofsmith.co.id/link-order/?fbclid=PAaZUZA9SAumoEBuj6RnDZh-1eB5zw7IS7xMtaJS-Eu...](#)

Followed by [nugrahainsan\\_and lukyrchmn](#)

14thSalebration HoS x Swallow 2023 #SemangatLagi MARKETPLACE KEBUJAKAN R... OFFLINE STORE

Followers	170K
Post	1738
Engagement Rate	0.12%
Average Likes	202.31

**Gender**  
of your followers

88.3% Men ● 11.6% Women ●

POSTS REELS TAGGED

**Age Range**  
of your followers

All Men Women

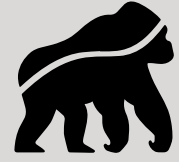
13-17	7.5%
18-24	46.5%
25-34	38.3%
35-44	5.5%
45-54	0.9%
55-64	0.2%

**Top Locations**  
of your followers

Cities Countries

Jakarta	13.8%
Bandung	10.4%
Bekasi	3.4%
Tangerang	2.3%
Semarang	2.1%

Captured at June, 2024



# INSTAGRAM CATALOG

houseofsmithcatalog Following Message + ...

2,872 posts 110K followers 18 following

House of Smith Catalog  
Clothing Company  
#LifeWithSmith  
WhatsApp : 0878-2056-5436  
@houseofsmith  
Shop now  
houseofsmith.co.id/link-order

Followed by nugrahainsan\_ and lukyrcm

Offline Store Order Shopee Size Chart Order Web Attention

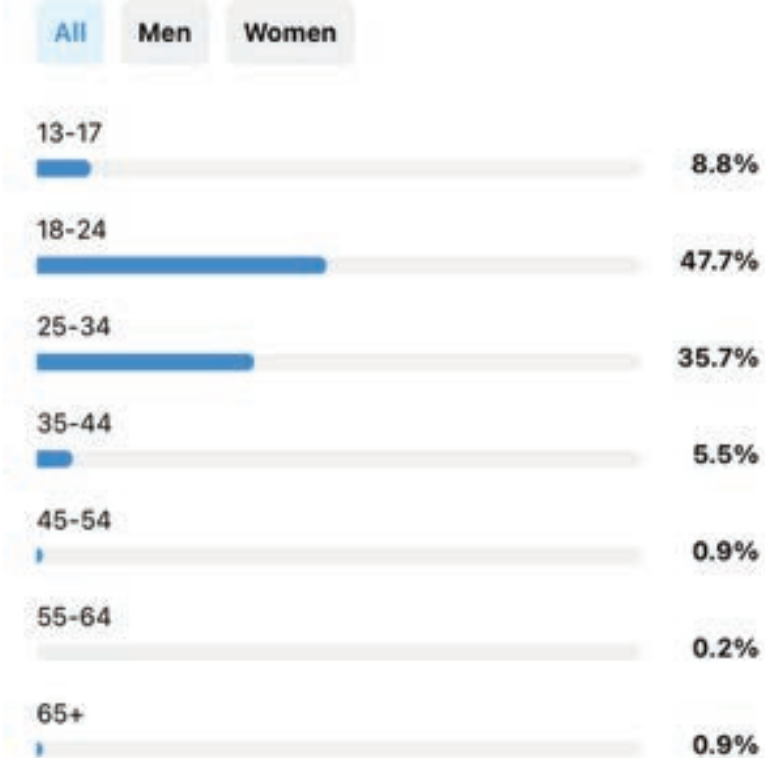
Followers	<b>110K</b>
Post	<b>2870</b>
Engagement Rate	<b>0.04%</b>
Average Likes	<b>45.81</b>

## Gender of your followers

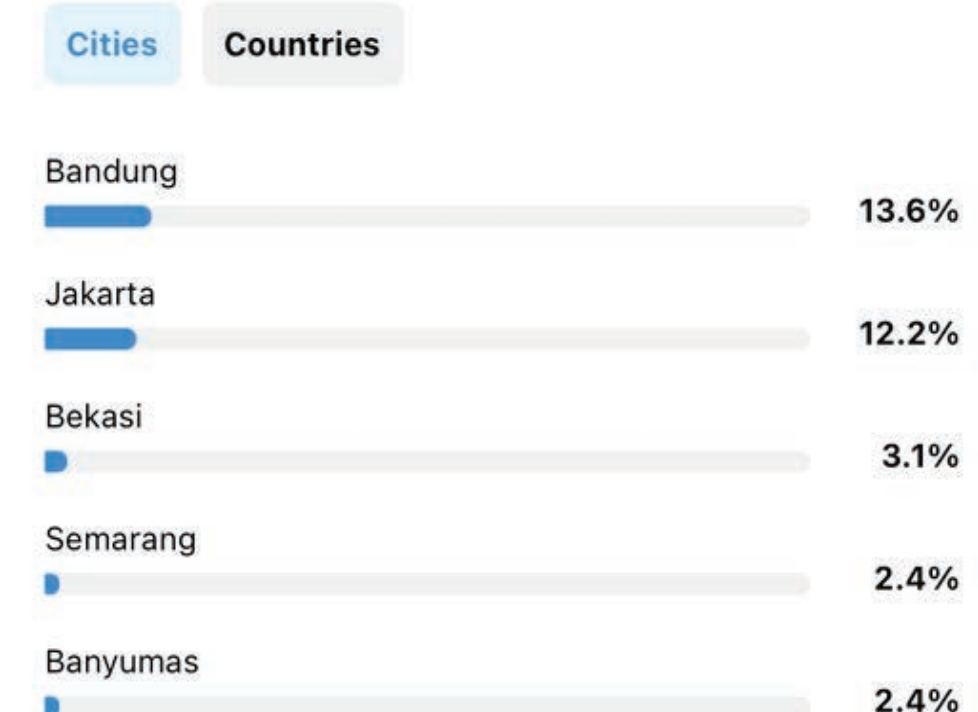


Captured at June, 2024

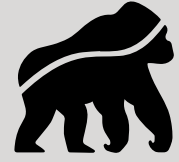
## Age Range of your followers



## Top Locations of your followers







# TIKTOK OFFICIAL

**houseofsmith.official**  
HOUSE OF SMITH

**LIVE** Edit profile

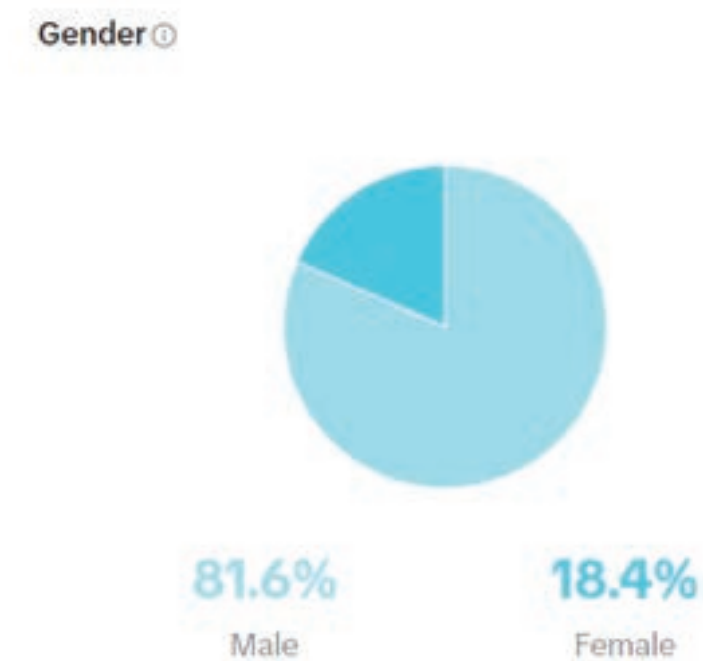
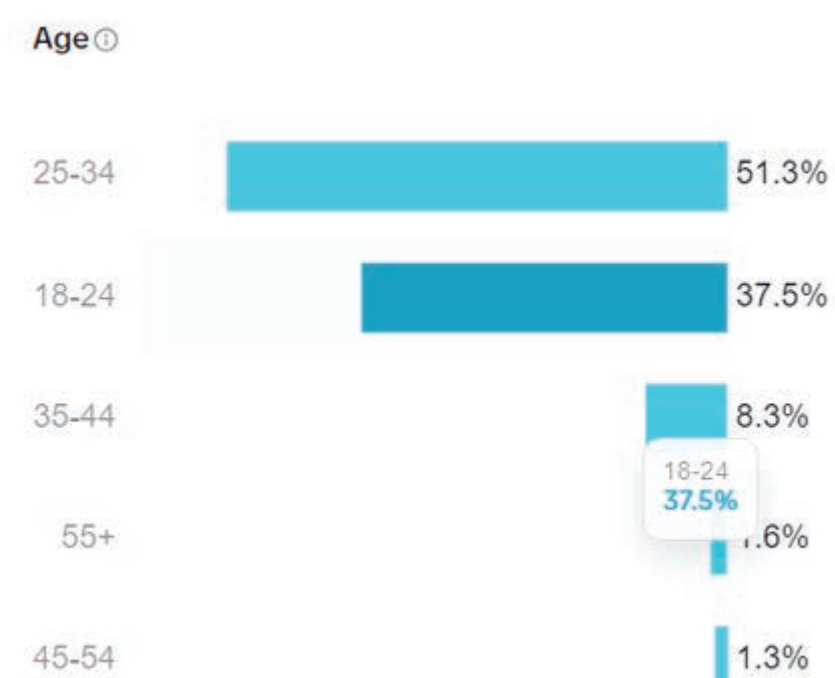
6 Following **419.3K** Followers **1.1M** Likes

MID YEAR AFFILIATE LEAGUE PROGRAM VOL.2  
REGISTER NOW 📌  
[bit.ly/MidyearAffiliateVol2](https://bit.ly/MidyearAffiliateVol2)

Videos Favorites Liked

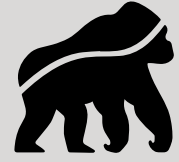
Playlists

- MIX COLOR 17 posts
- GRWS 4 posts



Followers	<b>419.3K</b>
Post	<b>1094</b>
Engagement Rate	-
Average Likes	<b>1,100,000</b>

Captured at June, 2024



 **House Of Smith Tasikmalaya** @houseofsmithtasm  

 MEDIA UPLOADS FOLLOWERS FOLLOWING ENGAGEMENT RATE  AVG LIKES AVG COMMENTS

2,721 32,957 190 0.14% 45.31 1.88

 **HOUSE OF SMITH PADANG** @houseofsmith.pdg  

 MEDIA UPLOADS FOLLOWERS FOLLOWING ENGAGEMENT RATE  AVG LIKES AVG COMMENTS

1,162 33,692 193 0.06% 18.56 0.06

 **House of Smith Bandung** @houseofsmithbdg  

 MEDIA UPLOADS FOLLOWERS FOLLOWING ENGAGEMENT RATE  AVG LIKES AVG COMMENTS

2,249 77,392 42 0.14% 108.63 0.81

 **House Of Smith Banjarmasin** @houseofsmith.bjm  

 MEDIA UPLOADS FOLLOWERS FOLLOWING ENGAGEMENT RATE  AVG LIKES AVG COMMENTS

1,735 46,601 30 0.10% 47.38 1.06

 **HOUSE OF SMITH PEKANBARU** @houseofsmithpku  

 MEDIA UPLOADS FOLLOWERS FOLLOWING ENGAGEMENT RATE  AVG LIKES AVG COMMENTS

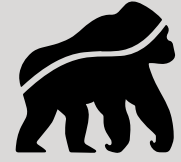
2,302 42,094 136 0.06% 24.31 0.00



# Instagram

OFFLINE STORE

Captured at June, 2024

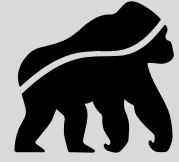


Profile Name	Handle	Uploads	Followers	Following	Likes
House of Smith Bandung	@houseofsmithbdg	749	163,400	30	1,400,000
House of Smith Banjarmasin	@houseofsmithbjm	405	6,091	10	29,500
houseofsmithpadang	@houseofsmithpadang	392	10,100	883	37,000
houseofsmithpekanbaru	@houseofsmithpku	255	11,100	5	113,200
House of Smith Tasik	@houseofsmithtsm	612	13,500	30	48,200

Captured at June, 2024



OFFLINE STORE



# REGULER STORE EVENT



PEKANBARU



PADANG



BANDUNG



PEKANBARU



TASIKMALAYA



# Thank You

## Office

Jl. Cimenyan Kp. Gantungan No. 7

## Email :

[smith.online.divison@gmail.com](mailto:smith.online.divison@gmail.com)



**Lucky (Brand Manager)**

082-111-877-055

**Fauzi (Offline Store Manager)**

0895-8002-82784

**Andri (Chief Promotion)**

081-761-8714