

## **Margo City, What We Stand For**

Vision starts from a dream. Some people say that a dream will often carry us to worlds that never were. Ever since Margo City came to prominence in 2006, it has become one of the celebrated icons of Depok. Gaining recognition has never been easy, yet we believe in What We Stand For to make Margo City one of the most recognized malls in South of Jakarta.

1) **We believe in Good business ethics**

Good ethics is about justice, fairness, consideration and cooperation. We believe in honor to become worthy, honesty to get trust and service to bring satisfaction.

2) **We believe in great partnership**

We hold high every partnership as it is through partnership that we will be able to achieve success with our business partners. Today's business is about collaboration and therefore, we are embracing our stakeholders as our valuable partners in Depok as well as in Jakarta.

3) **We believe in Innovation**

Time changes and so do people. This calls for innovation, creativity, and incentive for improvement. We believe that innovation-driven marketing is the key to blend with the changes.

These 5 valued business platforms embody our actions. Collaborating with the stakeholders, we are confident to make Margo City the preferred, first-choice destination, where exciting shopping experience blends perfectly with outdoor adventure and sports. This is our way to make **MARGO CITY the OUT OF THE BOX mall** – the mall of the future.

## **Your Time is Impeccable...**

There is no better time to invest than now.

Having expanded rapidly since 2000, Depok has transformed into a popular place to live especially for young couples. Disposable income and hence, consumption, have posted significant growth to absorb all cosmopolitan life has to offer.

Definitely, the business is there. Join the crowd or you'll miss out on the opportunity!

Hard facts justify our claim even stronger:

- **Depok is one of the fastest growing city in West Java:**

- Average population growth at 8% since 2003.
- More than 50% of the population spends more than Rp 3 million each month.

- **Vast potential market to exploit:**

- Surrounding districts with strong buying power: Cilandak, Pasar Minggu, Cinere, Ciputat, and some parts of Bogor and Bekasi.
- Affluent young couples earning double-digit income living in Depok and around. They have substantial disposable income to spend on convenience and indulgence.
- Around 30,000 – 40,000 undergraduate and post-graduate students of Universitas Indonesia (UI), Universitas Guna Dharma, Universitas Pancasila and others living and hanging out around Depok. Also consider the influx of around 10,000 new students every year, including exchange students.
- **Easy access:** Margo City is the first mall to be found on the way from Jakarta to Depok. This makes it a strategic stopover for commuters going home from work. A toll road connecting Jagorawi with Cinere will also be opened soon. This will surely invite even more streams of customers from Bogor and South Jakarta.