

# COMPANY DECK 2026



**1<sup>st</sup> STEP**pty Ltd

## FACILITATING THE WORLD



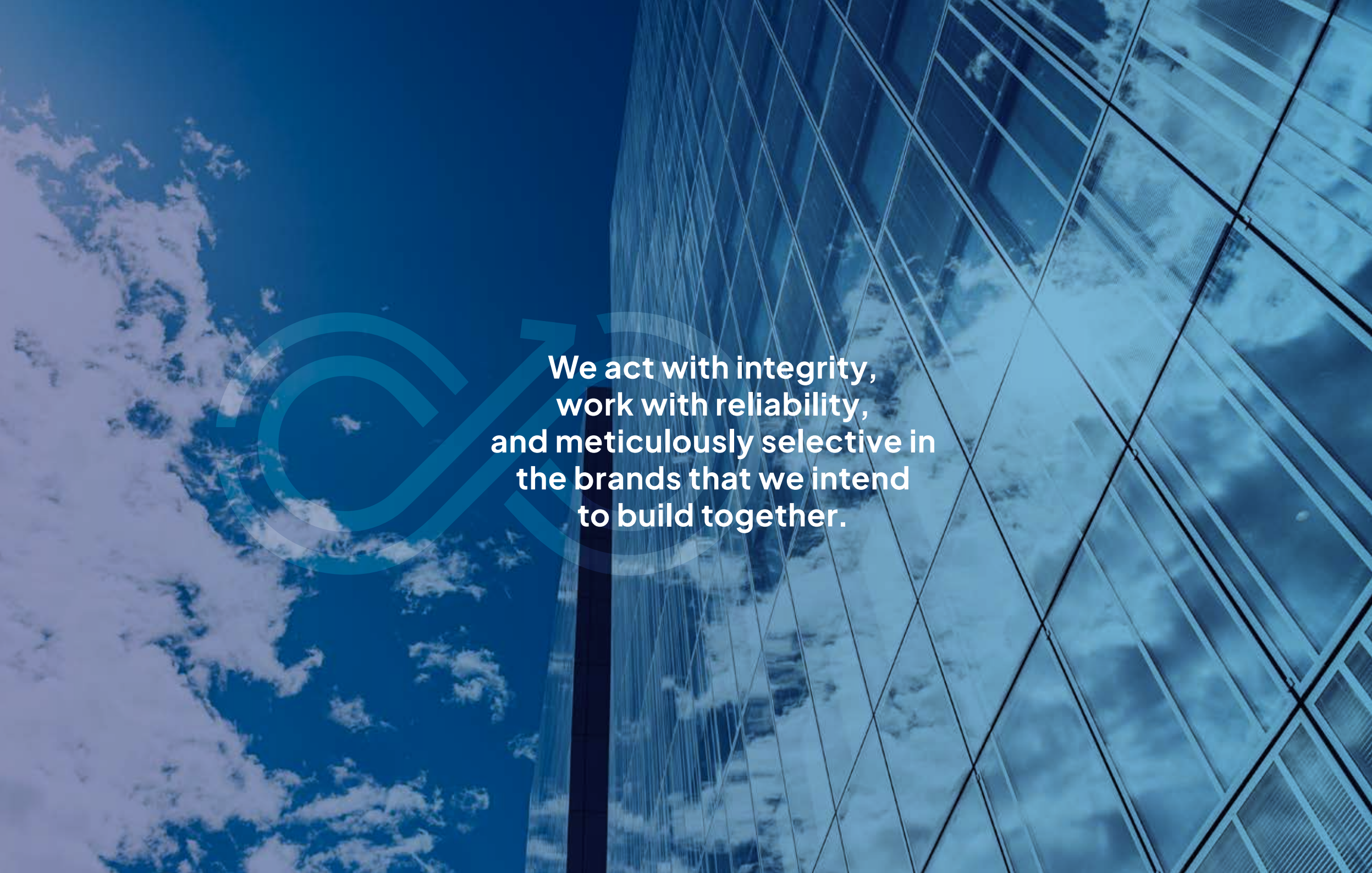
[www.1ststepglobal.com](http://www.1ststepglobal.com)

1st Step Pty Ltd, founded in 2011, is an import and distribution company with offices in Australia (Melbourne) and Indonesia (Jakarta), specializing in Fast-Moving Consumer Goods (FMCG).

1st Step's core strength lies in supporting brand owners with successful market entry by providing end-to-end solutions, including import permits, regulatory compliance, go-to-market strategy, and digital marketing execution.







**We act with integrity,  
work with reliability,  
and meticulously selective in  
the brands that we intend  
to build together.**





## Our Vision

To achieve seamless collaboration between diverse customers all around the world.



## Our Mission

To strategically source, procure, and distribute products internationally while enhancing trade solutions, strengthening supply chains, and facilitating partnerships between manufacturers and distributors.



## Our Values

### **INTEGRITY**

Acting honestly and ethically

### **RELIABLE**

Keeping promises and dependable in delivery

### **SELECTIVE**

Choose brands carefully for long-term growth

### **CUSTOMERS FIRST**

Focus on partnering to strengthen customer brands

### **PEOPLE**

Respect and fairness toward all staff

# Our Portfolio

## Digital Marketing

1st Step supports brands in building visibility and demand in new markets through strategic digital marketing execution. This includes market-relevant content creation, brand positioning, and campaign planning across digital channels such as social media, e-commerce platforms, and online marketplaces. The focus is on aligning brand messaging with local consumer behavior to drive awareness, engagement, and sales performance.



A large cargo ship with colorful containers and a four-engine airplane flying overhead. The ship is dark blue with a red hull, and the sky is blue with white clouds. A large, stylized, semi-transparent arrow graphic points upwards and to the right, passing behind the text on the right side of the image.

# Our Portfolio

## Import Advisory & Regulation

The company provides import advisory services to help brands navigate complex cross-border trade requirements. This includes guidance on import procedures, documentation, customs clearance, labeling standards, and country-specific regulations. By ensuring regulatory compliance from the outset, 1st Step helps brands minimize risk, avoid delays, and enter new markets smoothly and efficiently.



# Our Portfolio

## Product Registration & Halal Requirement

1st Step assists brands with product registration and certification processes required by local authorities. This includes managing submissions, coordinating with regulatory bodies, and ensuring compliance with food safety, health, and consumer regulations. For markets requiring Halal certification, the company supports brands in meeting Halal standards and documentation requirements, facilitating access to Muslim-majority markets and Halal-sensitive consumers.



A silver semi-truck is driving through a large warehouse. The warehouse is filled with tall stacks of pallets, each loaded with boxes or goods. The truck is moving towards the viewer, and the perspective is from a low angle, making the truck appear large and powerful. The lighting is warm, coming from the side, creating a golden glow on the truck and the floor. The ceiling of the warehouse is high and made of metal beams and glass panels.

# Our Portfolio

## Distribution & Market Penetration

The company enables brands to scale through structured distribution and market penetration strategies. This includes identifying suitable distribution partners, retail channels, and go-to-market models tailored to each territory. 1st Step focuses on long-term growth by building sustainable distribution networks, optimizing channel coverage, and strengthening brand presence across key markets.



# Our Partners

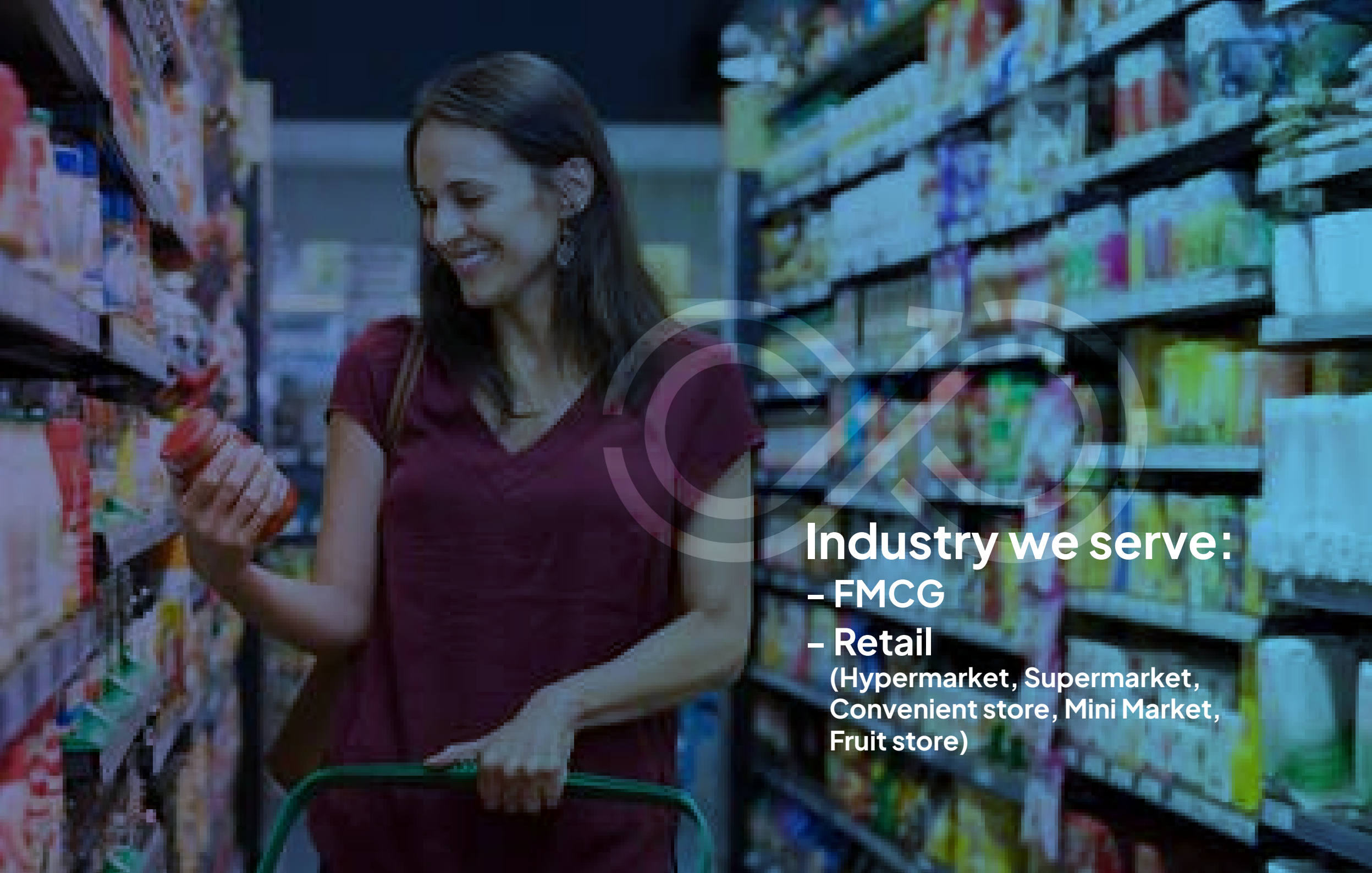
Our current distribution channels are hypermarkets, supermarkets, convenient stores, mini-markets, and fruit markets, focusing mainly in Jawa, Sumatera, and Bali.

These includes:



Our group distributes across all these E-commerce partners:





## Industry we serve:

- FMCG

- Retail

(Hypermarket, Supermarket,  
Convenient store, Mini Market,  
Fruit store)



# Partnership Benefits

## 1. Access to Multiple International Markets

Partners gain entry into established markets across Asia-Pacific and beyond, supported by 1st Step's regional networks and market expertise.

## 2. End-to-End Market Entry Support

From import advisory, regulatory compliance, product registration, to Halal requirements, partners receive guidance to ensure smooth and compliant market entry.

## 3. Distribution & Market Penetration

1st Step supports brands through structured distribution strategies, helping products reach the right channels, distributors, and customers for sustainable growth.

## 4. Digital Marketing & Brand Building Support

Partners benefit from digital marketing capabilities, including localized content, online campaigns, and digital channel strategies to build brand awareness, engagement, and demand in new markets.

## 5. Long-Term Partnership & Risk Mitigation

Rather than transactional trading, 1st Step focuses on long-term collaboration, sharing market knowledge and reducing the risks associated with cross-border expansion.





[www.1ststepglobal.com](http://www.1ststepglobal.com)