

AMRT — Channel check of store concept format in several Alam Sutera outlets

Visit Tuesday 11 August 2026 · Alam Sutera, Serpong, Tangerang · 5 sites · Alfamart concept store, Midi Fresh, Lawson Station and the Alfamidi planogram laboratory. Qualitative assessment based on direct observation and photographs. First visit, no prior-period baseline. Non standard formats adjacent to the group's corporate campus.

Format Architecture

Four Zones

bake!, eatfresh!, noodle! and shop! merchandised separately

Food-To-Go

Built Out

Hot counter at IDR 7,000–11,500; ready meals IDR 20,000–22,000

Alfagift

Gated

Self-service checkout requires the app or an e-wallet

Sample Quality

Showcase

Concept formats beside the corporate campus, not typical stores

KEY OBSERVATIONS

- **Prepared Food Reclaims the Lunchtime Occasion.** The Alfamart we visited runs an in-store bakery under a bake! fascia carrying the strapline Baked In-Store Daily, a hot food counter with legible price points at IDR 7,000, 10,000 and 11,500, promotional cards reading Promo Ayam 10 Ribu and Promo Sikat at IDR 8,000, ready meals at IDR 20,000 and 22,000, and a self-serve noodle! hot water station. Freshly baked bread and hot chicken are converted in-store, are not price-referenced against a national branded equivalent, and capture a lunchtime occasion the minimarket format historically ceded.
- **Alfagift is gated behind a service benefit, where Cash Transactions Become Data.** The store carries a dedicated self-service area signed Area Self Service, with an instruction panel headed 'Layanan Self Service' Tanpa Antri that restricts the service to customers holding Alfagift or an e-wallet. We also photographed a dedicated Pick Up Area, which is floor space committed to order collections. Queue avoidance behind app enrolment is a materially stronger acquisition mechanism than signage, because it asks for enrolment at the moment the customer most wants the benefit.
- **Trade Terms Are Only Worth What the Shelf Can Enforce.** We also paid a visit to store simulation inside the company's headoffice, a full-scale simulated store fitted to production specification with Alfamidi ceiling signage, a Beauty Zone fixture, Small and Medium Enterprise products as domestic suppliers with the dynamic promotions offer such as live Buy 1 Get 1 shelf tickets. We also view that minimarket gross margin, including AMRT, is substantially a function of what suppliers pay for shelf position and of how much shelf own-brand occupies. A retailer that designs, tests and validates layouts centrally before deploying them across thousands of stores can negotiate trade terms against an enforceable shelf position.
- **Midi Fresh and Lawson: Two Rungs Above the Minimarket.** The Midi Fresh we visited leads a bakery tier, a chilled wall and a Rumah Es Krim scooping counter at IDR 5,000 to 10,000, addressing the fresh mission of the other sub 400 sqm minimarkets cannot serve. The fresh product has been consistent to contribute at 15.1% of MIDI's 1H26 revenue mix. The adjacent Lawson Station is built around ready-to-eat, with oden, udon, onigiri and fried food on the menu boards, MontBlue coffee at IDR 18,000, and a MyLawson self-service banner running the same apps scheme but under a separate loyalty ecosystem.

LOCATIONS VISITED · Alam Sutera, Serpong, Tangerang, Tuesday 11 August 2026

Location	Where	What we saw
Alfamart concept store	Alam Sutera	Four branded in-store zones – shop!, bake!, eatfresh! and noodle!; in-store bakery, hot food counter, ready-meal chiller, bulk-crate entrance merchandising, power bank rental and a beauty stand
Alfamart self-service area	Same store	Dedicated self-service checkout with a validation station; instruction panel restricts use to Alfagift or e-wallet holders. Dedicated Pick Up Area signage adjacent to the hot counter
Midi Fresh	Alam Sutera	Produce-led entrance with open timber bins, bakery tier, chilled wall and an ice cream scooping counter at IDR 5,000 to 10,000; category-building messaging rather than price-led
Lawson Station	UBM Tower, Alam Sutera	Ready-to-eat led convenience with oden, udon, onigiri and fried food; MontBlue coffee at IDR 18,000; MyLawson self-service banner and cashback mechanics at IDR 8,100
Alfamidi 11 planogram lab	Alam Sutera	Full-scale simulated Alfamidi at production specification, with Beauty Zone and Produk UMKM fixtures and live shelf-edge promotional tickets. Not a trading store

ASSESSMENT SUMMARY · Qualitative; “not established” denotes data not captured on this visit

Dimension	Observation
Format architecture	Four separately branded and fixtured in-store zones observed in one Alfamart
Prepared food	In-store bakery, hot counter, ready meals and self-serve noodles all live and priced
Alfagift enrolment	Self-service checkout gated to app or e-wallet; dedicated Pick Up Area
Merchandising capability	Central planogram simulation laboratory at production specification
Store condition	Neat, well lit and fully fixtured across all four trading sites
Fresh proposition	Midi Fresh produce-led at the threshold with bakery and scooped ice cream
Domestic supplier programme	Produk UMKM fixture in the planogram laboratory
Hot case stock level	Lightly stocked at the time of observation, five to six pieces across two tiers
Self-service utilization	No transaction observed at the station during the visit
Private label penetration	Seen on several products, particularly on household products such as tissue
Traffic	Quite significant traffic especially from the students and workers nearing Alfa tower
Competitive density	Less competition assumed as there is no Indomaret nearby

Source: Company, Aldiracita Sekuritas.

Store Visit Pictures

Alfamart – bake! in-store bakery and shop! grocery zone



Alfamart – hot food counter, bake! bay and Pick Up Area signage



Alfamart – Area Self Service and the Alfagift / e-wallet validation panel



Midi Fresh – produce-led frontage and Segar Berkualitas fascia

Store Visit Pictures



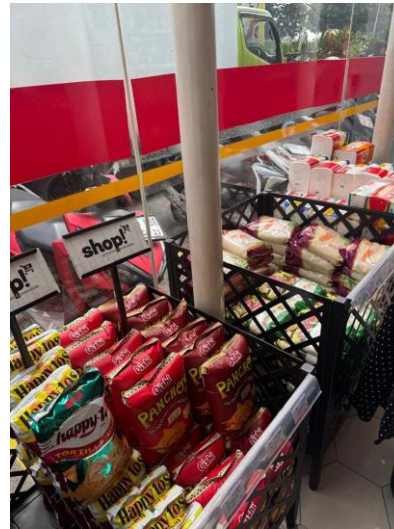
Midi Fresh – produce, bakery tier and Rumah Es Krim counter



Lawson Station, UBM Tower – ready-to-eat menu and MyLawson self-service



Alfamart – eatfresh! and the noodle! self-serve station



Alfamart – shop! bulk-crate merchandising at the entrance



Alfamart – Wall's chest freezer with multi-buy promotion at IDR 25,000



Alfamidi 11 – Simulasi Planogram Alfamidi, Beauty Zone and Produk UMKM

PT Sumber Alfaria Trijaya Tbk. (AMRT IJ)

Store Visit Note · Alam Sutera · 12 August 2026



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