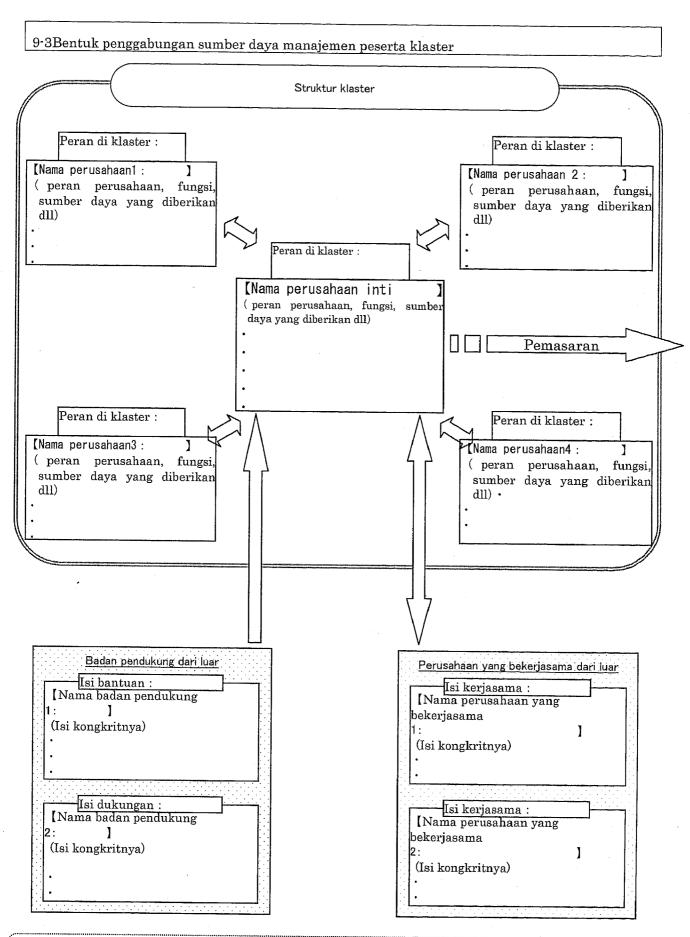
			7						
	Sumber daya yang diberikan untuk proyek Klaster (Fasilitas, tehnologi, pengetahuan, ketrampilan dll)								
	Peran di klaster								
	Jenis usaha								
	Jumlah pekerja (orang)								
er	Modal (*10.000)								
9-1.Struktur Klaster – Perusahaan inti (core) dan perusahaan klaster	Alamat								
erusahaan inti (cc	Nama pimpinan								
ruktur Klaster – P	Nama perusahaan		,						
9-1.St	Nan	Inti	7	က	4	D.	9	7	∞

9-2.Struktur Klaster — Kekuat	tan peru	sahaan inti, pemicu kla	ster, pem	bagian k	euntungan dll	
aKekuatan perusahaan inti dan tehnis proses produksi, prod kepemimpinan, berusaha di kl	duksi, p	emasaran, manajeme	n dll) ya	ang baga	pembeli di market, tehnis aimana dan apakah m	dasar, emiliki
b .Pemicu dan sejarah terbentu	knya kla	ıster				
		T.				
c .Perlunya klaster (melengkap	i fungsi,	kemampuan, efek dll)				ten bestjierheide appellt en selvense besocheste e
d .Ciri klaster ini dan hubung bisa mengekplor bidang kla		n yang memperlihatka	n kemam	puan kla	aster diantara perusahaa	n yang
A CONTRACTOR OF THE CONTRACTOR				The state of the s		
·						
e .Pengalaman dan kemampua ini dan sistem di dalam perus		kasi pada pemimpin pe	erusahaar	ı yang be	erhubungan dengan bisnis	s usaha
	•					
,						
				1-7111477		
f. Metoda pembagian keuntung	an yang	diterima dan kerugian	yang dita	nggung	annialistististististististististististististi	
					•	
à						
	angelet and the second	was and the same of the same o				
①r Mengenai pelaksanaan per	temuan	bisnis usaha Klaster, b	eri tanda	0		<u> </u>
Tiap bulan		oSeminggu sek	ali		Kapan saja	



Catatan) Tunjukkan hubungan klaster secara ringkas. Bila perlu ditambahkan/ dikurangi anggotanya/ blok yang mendukung dan yang bekerjasama

#### 10. Rencana nilai penjualan oleh klaster

Rencana nilai penjualan (menurut tempat pemasarannya)

Total keuntungan

penjualan

 $\times RP$ 

10 ribu (satuan: Rp 10.000 -)

				1		,		10.000,-)
:	(V	Vaktu tutur	buku)	Periode 1	Periode 2	Periode 3		
	(Pembagian Kli	en)		20XX. \( \times \)	(20XX. ~ 20XX. )	(20XX. ~ 20XX. )	Jumlah	Keterangan
	Total nilai	penjualan	*	ZUAA.	20XX. )	2044. )		
		Kuantiti						
1		Harga	×RP					
		satuan	10 ribu					
		Nilai	×RP 10 ribu					
		Kuantiti						
2		Harga satuan	×RP 10 ribu					
		Nilai	万 RP					
		Kuantiti	***************************************					
3		Harga satuan	×Rp 10 ribu					
artinosas (***)		Nilai	×RP10 ribu					
	Total nilai	Nilai	×RP10 ribu					

Catatan ) Tempat pemasarannya ditulis menurut target pemasaran seperti jenis industri, wilayah dll

11-0.Rencana pemasukan/ pengeluaran penjualan dari klaster secara keseluruhan · · · · · · · (Rangkuman dari data per perusahaan (diperinci dibagian bawah))

п	Biaya pengadaan material	×RP 10 ribu						
ıalan	Biaya subkontrak	×RP 10 ribu	***************************************					
penjual	Biaya pekerja langsung	×RP 10 ribu					'	
pokok p	Biaya nilai depresiasi	×RP 10 ribu		(0.000)				
	Biaya operasional lainnya	×RP 10 ribu	***************************************					
Biaya		×RP 10 ribu						
<u> </u>	Total biaya pokok							
L	penjualan	×RP 10 ribu					,	
Total	Total keuntungan penjualan=Nilai penjualan - Biaya pokok penjualan							

Biaya manajemen dan pemasaran	Biaya tenaga pemasaran/ manajemen	×RP 10 ribu	
	Biaya nilai depresiasi	×RP 10 ribu	
	Biaya R&D	×RP 10 ribu	
	Biaya operasional lainnya	×RP 10 ribu	
Bia	B .Total biaya manajemen dan pemasaran	×RP 10 ribu	

Keu	ntungan usaha = To	tal keun	tungan penjua	lan —	Biaya	a manajemen d	an pemasaran
ngan	Keuntungan usaha	×RP 10 ribu					
	Persentase keuntungan usaha	%		,			
Keuntungan	Keuntungan dipotong pajak	×RP 10 ribu					

1 1-	l. Rencana pen	ıasukan/ penge	luaran penjuala	an per perusaha	an (1): (1	Vama perusaha	an):
tutı	upbuku) (Item)	( Waktu	Periode 1 (20XX. $\sim$ 20XX. )	Periode 2 (20XX. ~ 20XX. )	Periode 3 (20XX. ~ 20XX. )	Jumlah	Keterangan
	Penjualan keluar klaster	×RP 10 ribu					
	(ア)	×RP 10 ribu	**************************************				
	(1)	×RP 10 ribu	WO SEED TO SEE THE SEED OF THE			***************************************	
Ħ	(ウ)	×RP 10 ribu					
juala	(工)	×RP 10 ribu					
Rencana penjualan	Penjualan kedalam klaster	×RP 10 ribu					
R	10	×RP 10 ribu P					
	10	×RP 10 ribu	Market				
	Total rencana penjualan	×RP 10 ribu					
	Suplai dari dalam klaster	×RP 10 ribu					
	Biaya pengadaan material	×RP 10 ribu					
lan	Biaya subkontrak	×RP 10 ribu			-		
Biaya pokok penjualan	Biaya pekerja langsung	×RP 10 ribu					
ya pok	Biaya nilai depresiasi	×RP 10 ribu					
Bia	Biaya operasional lainnya	×RP 10 ribu					
		×RP 10 ribu					
	Total biaya pokok penjualan	×RP 10 ribu					
	ıl keuntungan penjualan	×RP 10 ribu					
manajemen dan	Biaya tenaga pemasaran dan manajemen	×RP 10 ribu	( , , , , , , , , , , , , , , , , , , ,				,
ma	Biaya nilai	×RP 10					

depresiasi	ribu				
Biaya R&D	×RP 10 ribu	,	THE STATE OF THE S	4.03/1/14/10/10/10/10/10/10/10/10/10/10/10/10/10/	
Biaya operasional lainnya	×RP 10				
B .Total biaya manajemen dan pemasaran	×RP 10 ribu				

Keuntungan penjualan — Total keuntungan penjualan — Biaya pemasaran dan manajemen

				Y		
Keuntungan usaha	×RP 10 ribu					
Persentase keuntungan usaha	%					
Keuntungan dipotong						
	×RP 10 ribu					
	usaha Persentase keuntungan usaha Keuntungan	usaha ×RP 10 ribu  Persentase keuntungan usaha %  Keuntungan dipotong pajak ×RP 10 ribu	usaha ×RP 10 ribu  Persentase keuntungan usaha %  Keuntungan dipotong pajak ×RP 10 ribu	usaha ×RP 10 ribu  Persentase keuntungan usaha %  Keuntungan dipotong pajak ×RP 10 ribu	usaha ×RP 10 ribu  Persentase keuntungan usaha %  Keuntungan dipotong pajak ×RP 10 ribu	Keuntungan usaha ×RP 10 ribu  Persentase keuntungan usaha %  Keuntungan dipotong pajak ×RP 10 ribu

<sup>\*</sup>Untuk perusahaan klaster selain perusahaan inti, format tabel diatas di-copy.

#### 12-1. Rencana fasilitas dan biaya pegembangan klaster secara keseluruhan

#### (1) Rencana fasilitas

Rencana fasilitas (Keseluruhan)

(satuan : Rp

10.000,-)

10.000,-)				T			
	(Waktu tu (Item)	tup buku)	Periode 1 (20XX.~ 20XX. )	Periode 2 (20XX. ~ 20XX. )	Periode 3 (20XX. ~ 20XX. )	Jumlah	Keteranga n(Tulis menurut jenisnya seperti lahan, bangunan, mesin dll)
	0	×RP 10					
	(ア)	×RP 10			-		
	(1)	×RP 10					
Rencana fasilitas	(ウ)	×RP 10					
Зепсара	(工)	×RP 10					
	(オ⁻)	×RP 10					
	(カ)	×RP 10					
	設備費合計	×RP 10					

(2) Isi biaya pengembangan (keseluruhan) (satuan : Rp 10.000,-)

	, , , , , , , , , , , , , , , , , , ,		**************************************	r <del>************************************</del>		r	
gan	0	×RP 10 ribu					
	2	×RP 10 ribu	11/100-11/1000-11/1001-11/1001-11/1001-11/1001-11/1001-11/1001-11/1001-11/1001-11/1001-11/1001-11/1001-11/1001		providence of the first format of the second		
pengembangan	3	×RP 10 ribu					
enge	4	×RP 10 ribu			**************************************		,
Biaya p	⑤	×RP 10 ribu					
Big	Total biaya pengembangan						
	pengembangan	×RP 10 ribu					

Catatan ) Di Kolom keterangan, ditulis nama perusahaan yang menanggung biaya pengembangan

13 Data keuangan per perusahaan yang membentuk kerjasama (ditulis terhadap IKM yang ikut klaster)

 $\textcircled{1}_{\Gamma}$  Perusahaan inti (nama perusahaan) :

/			
(×RP	10	וולויו	)

B/S	Pertengahan awal periode 1 (20XX ~	Pertengahan awal periode 2 (20XX ~	Pertengahan awal periode 3 (20XX ~20XX )	Keterangan
Aset lancar				
Aset tetap	Andrews			g and a second s
Aset lainnya				
Hutang lancar				
Hutang tetap				
Modal				
Modal lainnya				
Total aset				

P/L	Pertengahan awal periode 1 (20XX )	Pertengahan awal periode 2 (20XX )	Pertengahan awal periode 3 (20XX )	
Nilai penjualan				
Total keuntungan	W ANNA WALL TO SEE THE SECOND			\$445,000 (100 to 10 to 1
Keuntungan usaha	SERGER STREET, AND THE CONTRACT OF THE CONTRAC			THEORY THE THEORY AND A SEAL AND A
Keuntungan biasa				
Keuntungan dipotong				

③ Perusahaan yang membentuk klaster (Nama perusahaan):

B/S	Pertengahan awal periode 1 (20XX ~	Pertengahan awal periode 2 (20XX ~	Pertengahan awal periode 3 (20XX ~ 20XX )	Keterangan
Aset lancar	No. and the state of the state			
Aset tetap	The state of the s			
Aset lainnya				
Hutang lancar	101111 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Northead control of the control of t	AMPER CONTROL	MINI THE PLANE IS IN A SAME AND A
Hutang tetap				MORNOCOLO III A CONTRA SENTENCIA CONTRA CONT
Modal	www.companya.com			
Modal lainnya	INTO THE STATE OF			
Total aset	·			4

P/L	Pertengahan awal periode 1 (20XX )	Pertengahan awal periode 2 (20XX)	Pertengahan awal periode 3 (20XX )	
Nilai penjualan				

Total keuntungan		
Keuntungan usaha	2774	
Keuntungan biasa		
Keuntungan dipotong		

Selanjutnya,  $@\sim$ , dilanjutkan untuk perusahaan yang membentuk klaster (nama perusahaan) :

### 12.5 Lampiran - 5 Faktor pembentuk dan pendukung klaster dan tabel penilaiannya

Untuk membentuk kumpulan industri menjadi suatu klaster, perlu ada faktor pembentuknya. Dalam diagnosis industri, perlu mengetahui kondisi faktor tersebut seperti dibawah ini.

Faktor yang diperlukan dalam pembentukan network

 $\Box 1 : Score$ 

 $\Box 2$ : Koefisien level kepentingan

	□1:Score	7	Γ		2 : Koefisien level penting tidaknya
Base 1	Batasan geografis	5	1	_	Jari-jari kurang dari 2.5km, dan perjalanan terlama kurang dari 30 menit
	4	4	1	0	Jari-jari kurang dari 2.5km, dan perjalanan terlama kurang dari 1 jam
		3	1	0	Jari-jari kurang dari 2.5km, dan perjalanan terlama kurang dari 2 jam
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		2	1	0	Jari-jari kurang dari 5 km, dan perjalanan terlama kurang dari 2 jam
		1	1		Jari jari lebih dari 5 km, dan perjalanan terlama lebih dari 2 jam
Base 2	Jumlah perusahaan industri inti	5	1	0	200 perusahaan atau lebih
	(Level banyaknya perusahaan)	4	1	0	100 perusahaan atau lebih, dan kurang dari 200 perusahaan
,		3	1		50 perusahaan atau lebih, dan kurang dari 100 perusahaan
		2	1		15 perusahaan atau lebih, dan kurang dari 50 perusahaan
		1	1		Kurang dari 15 perusahaan
Base 3	Bidang industri/ pasar	5	2	0	Industri yang memiliki pasar besar di dalam dan di luar negeri, inovasi tehnologinya tinggi, dan industrinya berkembang
		4	2	0	Industri yang cukup berkembang, dan bisa diharapkan adanya pasar yang stabil di dalam dan luar negeri
		3	2	0	Industri biasa yang memiliki pasar lokal yang stabil, dan dengan pemasaran yang baik, bisa memiliki pengembangan pasar ke luar negeri
		2	2		Terbatas hanya di lokal, tapi memiliki pasar yang stabil
-		1	2	0	Pasar hanya terbatas pada wilayah saja dan merupakan industri tradisional atau industri yang tidak berkembang
Base 4	Keberadaan bahan/ material yang relatif penting	5	1		Bahan/ material yang murah dan berkualitas dapat diperoleh dengan mudah di sekitar.
		4	1		Bahan/ material yang murah dan berkualitas dapat diperoleh dengan mudah di sekitar, tapi ada batasannya seperti iklim dan jumlah yang disuplai.

271.277.81 <del>71</del>	T	T	Ī	
	3	1		Bahan/ material yang berkualitas dapat diperoleh dengan mudah di sekitar.
	2	1	D	Bahan/ material yang murah dapat diperoleh dengan mudah di sekitar.
	1	1	٥	Bahan/ material yang murah dapat diperoleh di sekitar, tapi ada batasannya seperti perubahan iklim dan jumlah yang disuplai.
Sumber daya khusus yang dimiliki	5	1	٥	Sejak jaman dulu, telah memiliki sumber daya khusus yang melimpah, dan diakui di dalam dan luar negeri.
( Tehnologi, ketrampilan dll)	4	1	٥	Sejak jaman dulu, telah memiliki sumber daya khusus yang melimpah, dan terkenal di dalam negeri.
	3	1	0	Memiliki sumber daya khusus yang melimpah, dan cukup diakui di dalam negeri.
	2	1		Memiliki sumber daya khusus yang cukup.
Approximate the control of the contr	1	1		Sumber daya khusus di wilayah hampir tidak ada.
Lembaga penelitian dan pengembangan	5	1		Ada lebih dari 5 universitas/ lembaga penelitian pada jarak tempuh kurang dari 1 jam, dan ada contoh kerjasama industri – universitas
	4	1	G	Ada beberapa universitas/ lembaga penelitian pada jarak tempuh kurang dari 1 jam, dan memiliki kebijakan yang aktif untuk kerjasama industri - universitas
	3	1		Ada universitas/ lembaga penelitian/ Sekolah Menengah Industri pada jarak tempuh kurang dari 1 jam, dan ada pergerakan untuk kerjasama industri – universitas
	2	1		Ada UPT/ Sekolah Menengah Industri pada jarak tempuh kurang dari 1 jam, dan ada pergerakan untuk kerjasama industri – UPT/ sekolah, tapi level tehnologinya masih rendah.
	1	1		Ada UPT/ Sekolah Menengah Industri pada jarak tempuh kurang dari 1 jam, tapi sekarang kerjasama industri - masih pasif dan ada pergerakan untuk kerjasama industri — UPT/ sekolah masih pasif universitas, tapi level tehnologinya masih rendah.
Lembaga pendukung dan pembina	5	3		Ada fasilitator seperti DINAS dan aktif melakukan pembinaan. Pernah melakukan kerjasama dengan pemerintah Pusat, pertemuan berkala dilakukan. Terbentuk network antara Fasilitator BDS Provider dan klaster. Dasar pembinaan klaster diperjelas dengan peraturan daerah, rencana pembinaan ditetapkan. Anggaran disiapkan. Pernah berhasil melakukan kerjasama yang nyata dan kongkrit.
	4	3		Ada fasilitator seperti DINAS dan aktif melakukan pembinaan. Dengan anggaran daerah, dilakukan pertemuan berkala. Terbentuk network antara Fasilitator BDS Provider dan klaster. Tapi program pembinaan yang nyata dan kongkrit masih berjalan dan belum berhasil.
	3	3	0	Dibentuk divisi Fasilitator Klaster, pelaksana juga ditetapkan. Sedang dilakukan koordinasi untuk pertemuan dengan klaster lokal untuk pelaksanaan proyek yang nyata.
	2	3	0	Dibentuk divisi Fasilitator Klaster, pelaksana juga
	khusus yang dimiliki  ( Tehnologi, ketrampilan dll)  Lembaga penelitian dan pengembangan	Sumber daya khusus yang dimiliki (Tehnologi, ketrampilan dll)  Lembaga penelitian dan pengembangan  4  Lembaga 5  pengembangan  1  Lembaga 5  pendukung dan pendukung dan pendukung dan pembina  4  3  3  3  3  4	Sumber daya khusus yang dimiliki	Sumber daya khusus yang dimiliki (Tehnologi, ketrampilan dll)  Lembaga penelitian dan pengembangan  Lembaga 1 1 1 0 1 0 1 1 0 1 1 1 0 1 1 1 0 1

					ditetapkan. Sekarang sedang dilakukan analisa SWOT pada klaster lokal, dan sedang memulai survei mengenai BDS.
		1	3		Tidak ada kegiatan fasilitator klaster yang terorganisir, petugas pelaksana pembinaan IKM di Dinas Perindag baru akan memulai keorganisasian klaster sebagai bagian pembinaan IKM.
Base 8	Perusahaan inti	5	3		di perusahaan lokal ada perusahaan dengan skala besar, memiliki kemampuan tehnologi, dan aktif mendorong perusahaan lain sebagai pemimpin industri inti di wilayahnya. Melalui perusahaan ini, bisa di sharing keseluruhan kegiatan pemerintah, kondisi network, dan pergerakan industri di wilayahnya.
		4	3		Ada perusahaan lokal menengah yang memiliki level standar tertentu, dan diakui sebagai pemimpin di industri inti di wilayahnya. Dan perusahaan ini memiliki kemauan sebagai koordinator industri di wilayahnya.
-		3	3		Ada perusahaan yang telah lama berdiri di wilayah tersebut, atau memiliki pengaruh tertentu, dan memiliki keamauan sebagai koordinator industri di wilayahnya.
		2	3		Ada beberapa perusahaan yang memiliki karisma pemimpin, tapi secara resmi perusahaan sebagai pemimpin tidak ada.
		1	3	0	Tidak ada perusahaan yang memiliki karisma pemimpin

 ${\bf Catatan: DINAS: Dinas\ Perindag\ ,\ pembina\ Industri\ Kecil\ dan\ Menengah}$ 

UPT : Unit Pelaksana Teknis

Batasan geologis diatas adalah sentra industri kecil di Indonesia, di Asia Tengah mungkin sedikit lebih luas yaitu wilayah dengan diameter kurang dari  $10~\rm km$ .

#### 1. Referensi/ dokumen acuan

- \*1: Perkembangan kebijakan klaster industri, Nishikawa Taichiro, Yachiyo Syuppan
- \*2: Laporan preparatory survey, Survei rencana pembinaan Klaster IKM Republik Indonesia, , JICA, Okt 2008

#### 2008.9

- \*3: Analisa Klaster industri di wilayah Tokai, Nagoya Univ, Lab. Tawada Shin, Des 2006
- \*4: Method of Klaster Diagnosis, Unico International Corp, 2004
- \*5: Website Tokiwa: http://www.tokiwa-syokuhin.co.jp/
- \*6: Website Small Medium Enterprise METI

  http://www.chusho.meti.go.jp/keiei/shinpou/shinrenkei\_ninteijirei/3kanto/nonaka.pdf

  http://www.nonaka.co.jp/index.html
- \*7: http://www.chusho.meti.go.jp/keiei/shinpou/shinrenkei\_ninteijirei/3kanto/3-118.pdf
- \*8: http://www.chusho.meti.go.jp/keiei/shinpou/shinrenkei\_ninteijirei/5kinki/5-87.pdf
- \*9: http://ja.wikipedia.org/wiki/SWOT%E5%88%86%E6%9E%90 http://itpro.nikkeibp.co.jp/article/Keyword/20070317/265494/
- \*10: Teori of Asia Industry klaster, Kuchiki, Syosekikobososan, June 2007
  (Di Indonesia karena tidak ada, tidak begitu dibicarakan)
- \*11: Kumpulan contoh pilihan kerjasama baru, Organisasi pembina dasar IKM, Jan 2009, Biro IKM
- \*12: Apa yang dituju kerjasama wilayah, Furuzawa, Dokumen Forum kerjasama Klaster industri, March 2009
- \*13: Contoh kerjasama pengembangan Klaster, JICA, March 2002
- \*14: Survei rencana penguatan fungsi klaster IKM di Indonesia, Koei Institute, March 2004
- \*15: Learn from Local industry, Seki, Nihon hyouronsya, Mei 2008

- Sekian -

## ARTICLE OF ASSOCIATIONS (BASIC AND ORGANIZATIONAL REGULATIONS)

# 'JAM GADANG' EMBROIDERY FORUM BUKITTINGGI

2009

### JAM GADANG EMBROIDERY FORUM ARTICLE OF ASSOCIATIONS BISMILLAHIRRAHMAN NIRROHIM

#### **OPENING**

Man is the highest creation of God (Flashani Taqwin) and representation of God's khafilah on earth.

Man becomes perfect because of characters totality and priveleges that differ him from other creatures.

Which is sacred (Fitrah) human potentials and guides man to truth (Hanif)

Man's perfection is not established suddenly but through responsible and free process and effort.

Through the process and effort, man develops and improves his basic potential quality to change the world and his own destiny.

In the process, man must pass life stages (economy) to improve community welfare.

So, the availability of infrastructure and other components to support our wealth is a necessity.

Based on those points, a forum which operates on cultural and art production development, trade and craftsmanship in the form of embroidery united with all elements and all level of community is established on December 6<sup>th</sup>, 2009 / 21 Djulhijah 1430 H.

Amin

### ARTICLE OF ASSOCIATION OF 'JAM GADANG' EMBROIDERY FORUM

### CHAPTER I NAME, TIME AND WORKING AREA

Article 1 NAME

Jam Gadang Enbroidery Forum is shortened into FORBOS JAM GADANG

### Article 2 ESTABLISHING TIME

Jam Gadang Embroidery Forum is established at Tuesday, 21 Zulhijah 1430 H / 8 December 2009 in Bukittinggi for unlimited time.

### Article 3 PLACEMENT

Istana St. No. 3 Bukittinggi, West Sumatera, Indonesia

### Article 4 WORKING AREA

Bukittinggi and its surroundings and West Sumatera

### CHAPTER II BASIS, FOUNDATION

Article 5
BASIS

Jam Gadang Embroidery Forum is based on Pancasila (Five Principles)

### Article 6 FOUNDATION

The Foundation Jam Gadang Embroidery Forum is People Economy Democracy.

### CHAPTER III VISION, MISSION AND OBJECTIVE

Article 7 VISION

Improving the quality of people's economy

### Article 8 MISSION

- 1. Improving and developing people's wealth
- 2. Developing Minangkabau embroidery cultural art
- 3. Improving Bukittinggi and West Sumatera trade and tourism

### Article 9 OBJECTIVE

- 1. Generating local resources and embroidery craftsmen
- 2. Conducting internal and external relationship among organizations and related institutions in the development of embroidery.
- 3. Improving wealth, especially of its members and people in the working area for general.

### CHAPTER IV BUSINESS

### Article 10 VARIETY OF BUSINESS

JAM GADANG EMBROIDERY FORUM conducts business as follows:

- 1. Assisting members to improve working quality
- 2. Conducting partnership
- 3. Conducting self exhibition and promotion which is organized by Government or other parties
- 4. Creating other legal businesses

### CHAPTER V CAPITAL

### Article 11 CAPITAL

- 1. Collective funding / members participation
- 2. Support from Bukittinggi Local Government Budget
- 3. Other legal funding and untied

### CHAPTER VI MEMBERSHIP

#### Article 12 MEMBER

Membership consists of

- Embroidery craftsmen
- Embroidery trader/merchant
- Material supplier
- Services entrepreneurs related with embroidery

### Article 13 REQUIREMENTS FOR BEING MEMBER

- 1. Indonesia citizenship
- 2. Having relationship with embroidery business
- 3. Stay at Bukittinggi or its surroundings
- 4. Agree with the content of Article of Associations and other regulations in Jam Gadang Embroidery Forum

### CHAPTER VII RIGHTS AND OBLIGATIONS OF MEMBER

### Article 14 RIGHTS OF MEMBER

- 1. Each member has right to elect and to be elected as management of Jam Gadang Embroidery Forum
- 2. Attending meeting and proposing opinion, suggestion and idea for the improvement of Jam Gadang Embroidery Forum
- 3. Receiving equal service in Jam Gadang Embroidery Forum
- 4. Obtaining information on the development of Jam Gadang Embroidery Forum

### Article 15 OBLIGATION

- 1. Obeying the Article of Associations, other regulations in Jam Gadang Embroidery Forum
- 2. Observing, paying attention towards performance of the management
- 3. Taking care and keeping the good name and togetherness in Jam Gadang Embroidery Forum
- 4. Attending meeting and activity of Jam Gadang Embroidery Forum

### CHAPTER VIII MANAGEMENT

### Article 16 MANAGEMENT

- 1. Management is appointed according to his/her capability
- 2. Management is responsible to control Jam Gadang Embroidery Forum
- 3. Period of management is 4 (four) years
- 4. Core management consists of
  - Chairman
  - Vice Chairman
  - Secretary
  - Vice Secretary
  - Treasurer

### CHAPTER IX RIGHTS AND OBLIGATION OF MANAGEMENT

### Article 17 RIGHTS OF THE MANAGEMENT

- 1. Appoint / conduct surveillance and recall executive board of Jam Gadang Embroidery Forum
- 2. Asking report from executive board regularly and incidentally
- 3. To decide whether the forum accepting or refusing new member
- 4. Considering or recalling member who breaks article of associations or other regulations

### Article 18 OBLIGATIONS OF THE MANAGEMENT

- 1. Proposing working plan and budgeting plan of Jam Gadang Embroidery Forum
- 2. Arranging meeting agendas and preparing meeting
- 3. Recording meeting result and continue the result
- 4. Arrange the publication of meeting result
- 5. Arrange administration and assets of Jam Gadang Embroidery Forum
- 6. Keeping conducive atmosphere among members
- 7. Looking for, accepting information for the development of Jam Gadang Embroidery Forum and provide it to the members.
- 8. Providing working plan to the executive
- 9. Conducting monitor and evaluation towards Jam Gadang Embroidery Forum activity

### CHAPTER X COUNCILLOR BOARD

### Article 19 COUNCILLOR BOARD

It is Bukittinggi Local Economy Development and Improvement of Entrepreneurship Spirit

#### **CHAPTER XI**

### Article 20 EXECUTIVE

- 1. Executive of Jam Gadang Embroidery Forum is professional recruited by management.
- 2. Executive of Jam Gadang Embroidery Forum is responsible to the management
- 3. Executive receive salary based on agreement between management with executive.
- 4. Executive works based on direction from the management

### CHAPTER XII MEETINGS

### Article 21 MEETINGS

Jam Gadang Embroidery Forum conducts meeting in the form of

- 1. Management of Jam Gadang Embroidery Forum meeting
- 2. Management and members of Jam Gadang Embroidery Forum Meeting
- 3. Consultative meeting between management and executive
- 4. Management meeting conducted minimum once in a month and general meeting conducted minimum once in a year

#### Article 22

#### EXTRA ORDINARY MEMBER MEETING / SPECIAL MEETING

1. Extra ordinary meeting can be proposed through written way by 2/3 of member of management or more than half of member.

#### Appendix-2 Sample for Cluster Regulation

- 2. Decision of management meeting supported by half of member becomes highest decision.
- 3. Extra ordinary meeting conducted by management to discuss and decide urgent issues for the sustainability of Jam Gadang Embroidery Forum.
- 4. Extra ordinary meeting can be conducted if executive does action that breaks article of associations and/or other regulations.

### CHAPTER XIII DEMISSION / ACCOMPLISHMENT

### Article 23 DEMISSION

- 1. Demission of Jam Gadang Embroidery Forum can be implemented based on decision of management and member meeting attended and legalized by 2/3 of the member.
- 2. Based on government decision.

#### Article 24 ACCOMPLISHMENT

- 1. If Jam Gadang Embroidery Forum is going to be dismissed, members establish Accomplishing Team which consists of representation of member, management and other related parties.
- 2. Task of the Accomplishing Team:
  - a. Conducting legal action(s) for and on behalf of Jam Gadang Embroidery Forum
  - b. Gathering required information
  - c. Contact management, member and former member, personally or simultaneously
  - d. Team gets permission to use and check all archive of Jam Gadang Embroidery Forum
  - e. Team uses rest of the resource of Jam Gadang Embroidery Forum to accomplish the obligation of Jam Gadang Embroidery Forum to the member and Third party.

### Article 25 OBLIGATION

- 1. All member is obliged to take risk appears during the accomplishment of Jam Gadang Embroidery Forum.
- 2. Member who had resign before Jam Gadang Embroidery Forum dismissed, is obliged to take risk, if the loss occurred during his/her membership and if his/her resign has not passed 6 months.

### CHAPTER IV PUNISHMENTS

### Article 26 PUNISHMENT

- 1. If member and/or management break article of associations and/or other regulations in Jam Gadang Embroidery Forum gets punishment by member meeting in the form of
  - a. Spoken warning
  - b. Written warning

#### Appendix-2 Sample for Cluster Regulation

- c. Dismissed from membership or position
- d. Dismissed, not because of his/her willingness
- e. Brought to court
- 2. Toward executive, decided by management by asking consideration from councilor board and information from member(s).
- 3. Regulation on punishment which is not well arranged, arranged on verse 1 and 2 in the article of associations.

#### CHAPTER XV CLOSING

### Article 27 SPECIAL REGULATION

Member meeting establishes organizational regulations and special regulations that contains implementing regulation based on basic regulations of Jam Gadang Embroidery Forum and not against with this basic regulations.

#### Article 28 LEGALIZATION

The Basic Regulation is legalized by formatur meeting on the establishment of Jam Gadang Embroidery Forum conducted on Istana Street No. 3, Bukittinggi on Tuesday, 21 Zulhijjah 1430 H exactly on December 8<sup>th</sup>, 2009.

The Basic Regulations explains the mechanism on the appointment of management for the first time, appointed from candidates as chairman, vice chairman, secretary, vice secretary and treasurer.

Chairman

H. AMRAN. M.S.

Vice Chairman

M. SYUKUR

Secretary

HANAFI, M. A.

Vice Secretary

ABDUL HALIM

Treasurer

Hj. ISNAWATI

Bukittinggi, December 8<sup>th</sup>, 2009

### ORGANIZATIONAL REGULATIONS OF JAM GADANG EMBROIDERY FORUM (FORBOS JAM GADANG)

### CHAPTER I MEMBERSHIP

### Article 1 MEMBERSHIP INTENTION

- 1. Member is trader/merchant, embroidery craftsmen, material supplier, entrepreneurs of related services with embroidery.
- 2. Member possibly consists of husband, wife and child/children.

### Article 2 MEMBER RECRUITMENT

- 1. The person who is accepted as member of Jam Gadang Embroidery Forum is trader, Bukittinggi communal business group and its surroundings and already registered as member.
- 2. Member who already registers must obey the article of associations (basic and organizational regulations) and other regulations in the Jam Gadang Embroidery Forum.

### Article 3 RIGHT OF MEMBER

- 1. Each member has right to vote, provides opinion, suggestion an idea during meeting
- 2. Each member has right to elect and being elected in the management
- 3. Each member receives equal services from Jam Gadang Embroidery Forum
- 4. Each member gets membership card

### Article 4 OBLIGATION OF MEMBER

- 1. Keeping the good name of Jam Gadang Embroidery Forum
- 2. Obeying the Basic Regulation and Organizational Regulation and other regulations
- 3. Pay regular expense and participate in Jam Gadang Embroidery Forum
- 4. Attending meeting, invited by management
- 5. Obeying and implementing the decision of the meeting

### Article 5 QUIT FROM MEMBERSHIP

- 1. If the member dies and it is not continued by his/her inherit
- 2. Personal willingness to quit through written statement
- 3. Dismissed because breaks the article of associations
- 4. Dismissed because breaking the name of Jam Gadang Embroidery Forum

#### Article 6 SANCTION

#### Appendix-2 Sample for Cluster Regulation

- 1. Based on observation and investigation by management, member who creates trouble is dismissed from the forum.
- 2. Implementation of sanction is arranged in technical direction according to the result of member meeting.

### Article 7 AFFILIATING INSTITUTIONS

- 1. Every related Government Institutions / Non Government Organization / Civil Society Organization which plays important role in the development of Jam Gadang Embroidery Forum, their suggestion and opinion is acceptable.
- 2. Every affiliating institution/person can possibly invited and deserves providing suggestion(s)
- 3. Each affiliating institution/person does not have right to appoint or appointed in the management of Jam Gadang Embroidery Forum

#### CHAPTER II FORUM STRUCTURE/MANAGEMENT/MANAGEMENT SECTION

### Article 8 FORUM STRUCTURE

Forum structure consists of several groups or clusters

### Article 9 MANAGEMENT

- 1. CHAIRMAN
- 2. VICE CHAIRMAN
- 3. SECRETARY
- 4. VICE SECRETARY
- 5. TREASURER

### Article 10 SECTIONS

- 1. Information / Promotion Section
- 2. Public Relation Section
- 3. Human Resource Development
- 4. Capital Section
- 5. Institutional Section

### Article 11 SOCIAL COMMUNITY

- 1. To conduct social community activity must refer to religious and cultural value (ADAIK BASANDIKAN SARAK, SARAK BASANDIKAN KITABULLAH)
- 2. If there is member who is sick or passed away, Jam Gadang Embroidery Forum must provide moral and material support according to the decision of forum

#### Article 12

- 1. Member meeting conducted based on invitation from Chairman and Secretary of Jam Gadang Embroidery Forum
- 2. Proposed event in the meeting must be similar with event arrangement in the invitation

#### **Appendix-2 Sample for Cluster Regulation**

- 3. Member meeting is declared to be legal if attended by half plus one member
- 4. If it is not adequate with quorum, because of urgent situation, it is possible for asking agreement of member at the meeting

### Article 13 FINANCIAL SURVILLANCE

Financial surveillance can be done during special meeting.

### CHAPTER III TASK, AUTHORITY AND RESPONSIBILITY OF COUNCILLOR

### Article 14 AUTHORITY OF COUNCILOR

Councilor can decide general policy on counseling for improvement.

### Article 15 TASK AND RESPONSIBLE OF MANAGEMENT

Management conducts activity of Jam Gadang Embroidery Forum according to their own responsibilities

- 1. Basic Regulations of Jam Gadang Embroidery Forum
- 2. Organizational Regulations of Jam Gadang Embroidery Forum
- 3. Business plan of Jam Gadang Embroidery Forum
- 4. Management is in charge in the activity implementation of Jam Gadang Embroidery Forum to member meeting.
- 5. Conducts monitoring towards implementation of Jam Gadang Embroidery Forum.

#### **CHAPTER IV**

### JAM GADANG EMBROIDERY FORUM RESPONSIBILITY TOWARD MEMBER

- 1. Relatives who passed away:
  - a. Member whom his/her closest family (husband/wife/child) passed away, the forum helps the member with organization's budget plus voluntarily support from members.
  - b. Mother/father (in law) or other relativeness only helped with member participation.
- 2. Visit member who is in sadness (mourn) is communal responsibility, not only management's responsibility.
- 3. Money from the organization account which spent in other form is if the forum needs fund to develop organization in the future and it is not in contrary with basic regulations and organizational organization.

CHAPTER V LOGO Article 16

#### CHAPTER VI CLOSING

### Article 17 OTHERS

- 1. Things are not arranged in these Basic Regulations and Organizational Organization, arranged in technical direction.
- 2. This Organizational Regulations is established on December 2009

3. Revision of article of association is in member meeting.

Issued in

: Bukittinggi

Team

: Selasa, 08 Desember 2009

### FORMATUR OF JAM GADANG EMBROIDERY FORUM BUKITTINGGI

1. CHAIRMAN

: H. AMRAN. M.S

2. VICE CHAIRMAN

: SYAFWARDIMAN MARAJO

3. SECRETARY

: HANAFI. MA

4. VICE SECRETARY

: RIZKI SABRI

5. TREASURER

: Hj. ISMAWATI

## FORUM BORDIRAN DAN SULAMAN JAM GADANG (FORBOS)

Jl. Istana No. 3 Bukittinggi No. HP 081363105612 - 08126768374

### STRUCTURE OF MANAGEMENT

Chairman

H. Amran MS

Vice Chairman

Syafwardiman

Secretary

Hanafi MA

Vice Secretary

Rizki Sabri

Treasurer

Hj. Ismawati E

SECTIONS

### 1. Information and Promotion

**Hj. Isnawati** Member: 4. Human Resource Dev't

Toni Baharudin

Member:

### **Appendix-2 Sample for Cluster Regulation**

- Budi Soraya
- Emilia Puspita

- Mislaili
- Drs. Maiwandrit
- Yenisma

### 2. Public Relation

H. Abd. Halim

Member:

- M. Syukur
- Fitria Kurniawan, SH

### 5. Bidang Akses Permodalan

Hj. Anismar Asri

Member:

- Yetti Murni
- Hj. Rizalda

### 3. Institution

### Hj. Novita

Member:

- Ati Abdar
- Dewi Arjuna
- Mulyawarman

### 6. Production & Marketing

### H. Indra Nefi

Member:

- Dra. Eni Murnisari

Chairman

ttd

Secretary

ttd

### H. AMRAN MS

**HANAFI MA** 

Cluster Team Member and roles (Term of assignment: 201\_ to 201\_)

Job title and Name:	Job description and	Name of	Duty duration,
	requirement	company and	remuneration
	requirement	contacting	remuneration
	Overall coordination	information	
Cluster leader	Overall coordination and management of the		
	cluster operation.		
Name:_	(Strong leadership to		
	achieve cluster vision and		
	mission)		
Cluster protocol	• Dissemination of		
	information to be		
Name:	shared within cluster members.		
Tvarrio.	• Enumeration of cluster		
	mapping information		
	(Data collection of a new		
	cluster members)		
Working group members	Participate in project		
	determination dialogue.		
Name:	Responsible for voting		
	to important decision of		
Name:	cluster activity.		
	(Fairness and aggressive personnel)		
Name:	personner		
ivanic.			
Name:			
Name:			,
Cluster administrator	Accounting and office		
	administration.		
Name:			
Government representative	<ul> <li>Coordinate with local</li> </ul>		
Name:	government.		
Cluster advisor (Facilitator)	Facilitation and		
Crasici advisor (Facilitator)	coordination with inside		
	and outside the cluster.	·	
	(Having communication		
	and management skills,		
	ability to work under pressure and flexibility.)		.
Technical advisor, if necessary	(Having project		
icommeat advisor, it necessary	experience, technical		
	knowledge.)		

Source: JICA Study Team

•

### MAYOR BUKITTINGGI

#### **DECISION OF MAYOR**

#### NUMBER .....

#### ABOUT

### ESTABLISHMENT OF REGIONAL ECONOMIC DEVELOPMENT FORUM AND **ENHANCEMENT OF ENTREPRENEURSHIP OF CITY BUKITTINGGI**

### **MAYOR BUKITTINGGI**

#### Considering :

- a. that in order to improve the competitiveness regional economy and improve the lives entrepreneurship is a need for participatory approaches involving all the elements involved in managing potential of natural resources and human resources Bukittinggi city through integrated programs in the field regional economic development and entrepreneurship.
- b. that based on the consideration referred to in letter a need to stipulate a decree Mayor of Bukittinggi on the Formation Forum Regional Economic Development and Improvement of Entrepreneurship in Bukittinggi.

Considering : 1. Law ..... ff

#### **DECIDES**

Setting:

**FIRST** 

Establishing Team Forum Regional Economic Development and

Entrepreneurship Improvement Bukititnggi with membership

composition as listed in Annex 1, 2 and 3

SECOND

Vision, Mission and Goals Regional Economic Development Forum

and Entrepreneurial Improvement of Bukittinggi as follows:

- a. Vision: Bukittinggi as a center of industrial development, trade and tourism-based cluster in the province of West Sumatra
- b. Mission:
  - Facilitate cluster development of agriculture, industry, trade and tourism
  - Facilitate the development of entrepreneurial business of agriculture, industry, trade and tourism in order to increase competitiveness
  - Facilitating conducive business climate
  - Memfasiltiasi development of BDS (Business Development Services) or a companion agency SMEs
- c. Objective:
  - Improving the competitiveness of the agricultural sector, industry, trade and tourism
  - Improving community welfare

#### THIRD

#### Forum tasks generally referred first dictum

- Providing consideration relating to economic policy areas including Micro, Small, and Medium-based cluster
- Facilitate the development of a conducive business climate
- Identify potential areas of economic leading agricultural, industrial, trade and tourism
- Facilitating business growth entrepreneurial spirited
- To coordinate inter-cluster exchanges both within and between regions within the framework of mutually beneficial cooperation

#### **FOURTH**

#### : The task of each team are as follows:

- a. Task of Steering Committee:
  - Provide direction and guidance to Team implementation
  - Development program support forums, in order to strengthen regional economic potentials
  - Facilitating infrastructure supporting Forum
- b. Task of Organizing / Executing Committee:
  - Identify potential regional economic
  - Create programs and activities to strengthen regional economic potentials
  - Monitoring and evaluation activities to strengthen regional economic
  - Doing activities Forum
  - Coordinate activities with all stakeholders
  - In implementing the task team responsible for referring to the Mayor

- c. Task of Secretariat Team:
  - Perform administrative tasks forums every day activities
  - Facilitate the implementation of activities Forum
  - Create activity reports and annual reports Forums

FIFTH

: In performing its duties 1st Forum as dictum and is responsible to report

to the Mayor of Bukittinggi

SIXTH

: All costs arising from the consequences of the stipulation of this decree imposed on Budget and Bukititinggi City Region of the sources of

legitimate funds.

SEVENTH

: This Decision shall take effect from the date stipulated by the provisions in the future when there will be correction of errors as appropriate.

Defined at : Bukittinggi

On

: January 2010

MAYOR BUKITTINGGI

Ismet AMZIS

Copies.:

Ff

APPENDIX 1 :

**DECISION OF MAYOR BUKITTINGGI** 

NUMBER :

DATE :

### STEERING COMMITTEE MEMBERSHIP OF REGIONAL ECONOMIC DEVELOPMENT FORUM AND ENHANCEMENT OF ENTREPRENEURSHIP **BUKITTINGGI CITY**

No	Name	Agencies	Position in Team
01	Ismet Amzis	Mayor	Advisor
02	Drs. Khairul	Regional Secretary	Steering
03	Bahariyadi SH	Assistant II	Steering

MAYOR BUKITTINGGI

ISMET AMZIS

APPENDIX 2:

DECISION OF MAYOR BUKITTINGGI

:

NUMBER

DATE :

## ORGANIZING COMMITTEE MEMBERSHIP OF REGIONAL ECONOMIC DEVELOPMENT FORUM AND ENHANCEMENT OF ENTREPRENEURSHIP BUKITTINGGI CITY

No	Name	Institutions	Desiries
140	Name	Institutions	Position in
04	Drof Dr. Iv A II A / MG		Organization
01	Prof Dr. Ir Asdi Agustar MSc	Head BAPPEDA City	Chairman
		Buktitinggi	
02	Ir Gustav	Head KOPERINDAG	Vice Chairman 1
03	Ir Nelson Setiadi	Chairman KADINDA	Vice Chairman 2
04	Ery Anof, SH	Capital investment field	Secretary 1
		BAPPEDA	,
05	Ismail SH	Economic Section	Secretary 2
06	H. June Amri SH	Office BUDPAR	Members
07	Ir Hasnil Syarkawi	Agricultural	Members
08	Ir Melwizardi	Department of Public	Members
		Works	
09	Drs. H. Salman	Department of Social and	Members
		Labor	
10	Drs. Elvis Sahri Munir Msi	Office of Community	Members
		Empowerment	
11	H. Harman SE	Department of	Members
		Transportation	Mombors
12	Drs. Endang Rismanto, SH	Integrated Service Office	Members
		(OPT)	Members
13	Roni Falian, Amd	PHRI	Members
14	Raffles	ASITA	Members
15	Mohammad Ridwan	API	Members
16	Hj. Anismar Asri	Cooperative Lumbung	Members
	i igi 7 iino.mai 7 tom	Pusako	Members
		, dound	
17	Hj. Novita	Association of KUB	Members
18	Hj. Yurni, SH	IWAPI	Members
L.'`	riji railli, Ori	1 1 4 4 7 7 1	IMELLIDELE

19	MM SE Yanuarizal	Banking Association	Members
20	Hendri, SE Msi	Bank Nagari	Members
21	Edison	PLN	Members
22	Sriyanto	Telkom	Members
23	Azwir	Upper Market Traders Association	Members
24	Asril Manza, SPd, MPd	Organda (Land Transportation Organization)	Members
25	M. Syukur	Down Market Association trade	Members
26	Adrimas	Market Traders Association Aur Yellow	Members
27	Zil Andri	Association Krupuk Sanjai	Members
28	Nuraini	Mushroom Cooperative	Members
29	Sohar	Craft Industry Association Bukitinggi City	Members
30	Heliyani, SE. MM.	STIE Haji Agus Salim (HAS)	Members

MAYOR BUKITTINGGI

Ismet AMZIS

APPENDIX 3 :

DECISION OF MAYOR BUKITTINGGI

NUMBER

DATE :

# TEAM SECRETARIAT MEMBERSHIP OF REGIONAL ECONOMIC DEVELOPMENT FORUM AND ENHANCEMENT OF ENTREPRENEURSHIP BUKITTINGGI CITY

No	Name	Institutions	Position
01	Ery Anof, SH.	BAPPEDA	Coordinator
02	Amelia Susi Gusti, ST. MT.	BAPPEDA	Staff
03	Ir. Azhari	KOPERINDAG	Staff
04	Tati Yasmarni, SE. MM.	KOPERINDAG	Staff
05	Dra. Hendra Amita	Economy Section	Staff
06	Reni Yudiwati, SE.	Tourism Agency	Staff
07	Yuheri	Agriculture Agency	Staff
08	Hasan Basri	Chamber of Commerce (KADIN)	Staff

MAYOR BUKITTINGGI

ISMET AMZIS

Appendix-4 Mayor or governor's ordinance for comprehensive economic development committee and other regulations

(Sample regulation for comprehensive economic development committee)

ARTICLES OF ASSOCIATIONS OF LOCAL ECONOMY DEVELOPMENT AND ENTREPRENEURSHIP IMPROVEMENT FORUM (LED-EI Forum)

**OPENING** 

1. That in order to enhance regional economic competitiveness of Bukittinggi in the national and international economy required a participatory approach involving all relevant elements in the city of Bukittinggi in the management potential of Natural Resources and Human Resources (HR) through integrated programs in the field of regional economic development and increase entrepreneurial spirit.

2. That connection to the above it is necessary to set up the Regional Economic Development Forum and Improved Soul Entrepreneurship with Bukittinggi Mayor's Decree.

3. That in order to regulate matters mentioned above, this statutes established as follows:

#### CHAPTER I

### GENERAL PROVISIONS

#### Article 1

In this Articles of Associations meant with

Local Economic Development Forum and Entrepreneurship Improvement Forum hereinafter abbreviated LED-EI Forum is under the Government of Bukittinggi Organization and responsible to Bukittinggi Mayor for economic development in the region and increase the entrepreneurial spirit in Bukittinggi.

### CHAPTER II

NAME, PLACE AND TIME POSITION FORMED

Article 2

AP4-8

This organization called the Local Economic Development and Entrepreneurship

Improvement Forum is located in Bukittinggi and was established on January 2010 ......

### CHAPTER III

## VISION, MISSION AND OBJECTIVES

#### Article 3

Vision

The vision of the organization is as a center of Bukittinggi industrial development, trade and tourism-based cluster in the Province of West Sumatra

#### Article 4

The mission of this organization is:

- 1. Facilitate cluster development of agriculture, industry, trade and tourism
- 2. Facilitate the development of entrepreneurial business of agriculture, industry, trade and tourism in order to increase competitiveness
- 3. Facilitating conducive business climate
- 4. Facilitating the development of BDS (Business Development Services) or a companion agency SMEs

#### Article 5

The purpose of this organization are:

- 1. Increasing business competitiveness in the agricultural, industrial, trade and services, and tourism
- 2. Improving community welfare

**CHAPTER IV** 

**SECTOR** 

Article 6

AP4-9

#### SECTOR

In carrying out its functions as above, Forum LED-EI City Bukittingggi emphasize economic development and entrepreneurial development in the sector of Small and Medium Enterprises (SME)-based cluster.

#### CHAPTER V

#### **TASK**

## Article 7

The task of the LED-EI Forum in general is

- 1. Providing consideration relating to economic policy areas including Micro, Small, and Medium-based cluster
- 2. Facilitate the development of a conducive business climate
- 3. Identify potential areas of economic leading agricultural, industrial, trade and services and tourism
- 4. Facilitating business growth entrepreneurial spirited
- 5. To coordinate inter-cluster exchanges both within and between regions within the framework of mutually beneficial cooperation

## CHAPTER VI

## ORGANIZATIONAL STRUCTURE AND MEMBERSHIP

## Article 8

## ORGANIZATIONAL STRUCTURE

Organizational Structure LED-EI Forum Bukittinggi consists of:

- 1. Steering Committee
- 2. Executive Team / Organizing Committee, consisting of:
  - a. Chairman
  - b. Secretary

- c. Members
- 3. Secretariat Team
  - a. Coordinator
  - b. Staff

## Article 9

## **MEMBERSHIP**

- 1. Membership Forum LED-EI units consisting of elements of the local agencies (SKPD) Bukittinggi, Associations, Universities, Banks and other parties representing the SME development institutions in the City of Bukittinggi
- 2. Tenure of membership for 5 (five) years from the period 2010 to 2015
- 3. For further improvement of the membership, good turnover, the addition or reduction decided by the meeting forums and validated by SK Mayor

## CHAPTER VII

## TASK OF STEERING TEAM, EXECUTIVE TEAM AND SECRETARIAT TEAM

## Article 10

## TASK TEAM STEERING

Task Team Steering LED-EI Forum are:

- 1. Provide direction and guidance to the executing team
- 2. Developing program support forums, in order to strengthen regional economic potentials
- 3. Facilitating infrastructure supporting Forum

## Article 11

## EXECUTIVE TEAM TASK

Task Team Executive Forum LED-EI is:

1. Identify potential regional economic

- 2. Create programs and activities to strengthen regional economic potentials
- 3. Monitoring and evaluation activities to strengthen regional economic
- 4. Doing activities Forum
- 5. Coordinate activities with all stakeholders
- 6. In implementing the task, team responsible to the Mayor

## Article 12

## TASK TEAM SECRETARY

Task Team Forum Secretariat LED-EI is:

- 1. Perform administrative tasks forums every day activities
- 2. Facilitate the implementation of activities Forum
- 3. Create activity reports and annual reports Forums

## CHAPTER VIII

## MEETING, QUORUM AND VOTING RIGHTS

## Article 13

#### MEETING

Meetings can be held as much as possible, at least once a month and coordination meetings once a year

#### Article 14

## **QUORUM**

Quorum has been met if half plus one (1) of the number of members present.

## Article 15

## RIGHTS VOTE

Unanimity is basically intended. To be considered a vote of consensus has been reached when at least 2 / 3 (two thirds) representatives in attendance agreed.

## CHAPTER IX

## **IMPLEMENTATION TASKS**

### Article 16

- 1. In carrying out the duties Forum LED-EI, the Executive Team is assisted by a Secretariat that is selected and appointed by the Forum LED-EI Bukittinggi
- 2. Secretariat led by the Coordinating Secretariat, assisted by staff sselected and appointed by the Forum LED-EI Bukittinggi
- 3. In performing its duties under the Coordinating Secretariat and
- 4. Responsible to the Chief Executive Team LED-EI Bukittinggi.

## CHAPTER X

#### FUNDING

## Article 17

LED-EI Forum funding comes from the Government of Bukittinggi and other funding sources are valid for routine office operations and other activities stipulated by the LED-EI Forum Bukittinggi.

## CHAPTER XI

## MONITORING AND EVALUATION

#### Article 18

Executive Team Forum LED-EI Bukittinggi assisted by a Secretariat conduct monitoring and evaluation of programs LED-EI

## CHAPTER XII

## ARTICLE OF ASSOCIATIONS CHANGES

Article 16

- 1. Change of Articles of Associations can only be undertaken by the Decree of the special forum meeting held for that and that should be attended by at least half plus one (1) of the total membership LED-EI Forum Bukittinggi.
- 2. The decisions of the amendment of Basic Regulations is valid if approved by at least 2 / 3 (two thirds) of the amount present.

## CHAPTER XIII

## HOUSEHOLD BUDGET

## Article 17

- 1. Things that have not or less in the Articles of Associations will be governed by the Bylaws LED-EI Forum Bukittinggi
- 2. Bylaws LED-EI Bukittinggi should not be contrary to the Articles of Associations of LED-EI Bukittinggi

## CHAPTER XIV

## VALIDITY

## Article 18

These statutes shall come into force from the date of its adoption until the end of the period of the establishment decree LED-EI Forum Bukittinggi.

## CHAPTER XV

## CLOSING

## Article 19

Statutes are	e defined	and	validated	on	•••••	in the	January	2010	Forum	meeting	LED-E
held in Bul	kittinggi .										

Appendix -5 Sample BDS Provider List

Teknol	Teknologi dan Skill														
Sekttor	or Nama	Alamat / Telepon / E-mail	Contact Person / Bagian yang dihubungi	pertanian / holtikultura	mesin / facility	Informasi / telekomunikasi	1SO / QC	Pengerjaa n logam/ welding	Die, molding plastik	pengolaha n makanan/ kesehatan/	tekstil. I. Konveksi e	listrik, elektronik	kerajinan/ aksesori perhiasan	Lainnya	Swasta
セクター	—————————————————————————————————————	住所·電話·E-mail	コンタ久ト担当・窓口部署	雅 地 西 北	建設・機械	情報・通信	180-QC	金属加工· 溶接	金型・プラス チック成型	拉斯	繊維·縫製 旬	電気・電子	工芸・アクセ サリー	から高	備考
	UPTD Dinas Koperindag Bukittinggi	g JI Dr A Rifai No 17A Bukitinggi Telp: 0752-21061	Taii Yasmarni								0				
	BDI Padang	Jl. Bungo Pasang Tabing Padang. Telp. 0751-7051879.	Bp. Drs. S. Salingkat.	0			0				0		*	-	
	Klinik Bisnis Dinas Koperindag Bukittinggi	JL Perwira No 184 Bukittinggi Telp: 0752-21486 - 21254	Ashari				0								
	Klinik Bisnis Dinas Koperindao Sumbar	Jl Jend Sudirman No 47 Padang Telp : 0751-22086, 21829, 22589 Fax: 0751-37192	Ridonald Syahril				0							-	
In:	D D D D D D D D D D D D D D D D D D D	JI Khatib Sulaiman No 11 Padang Telp : 0751-443200 Fax: 0751-7052701							7.711						
stritusi Pe	Shindanshi Dinas Bukittinggi	JI Dr A Rifai No 17A Bukittinggi Telp: 0752-21061	Yeyen Anggreani			0	0	A DOUBLE .							
merintah	Shindanshi Dinas	Jl Jend Sudirman No 47 Padang Telp : 0751-22086, 21829, 22589 Fax: 0751-37192	Bidonald Svahril			C	C								
	Sumbar	Jl Khatib Sulaiman No 11 Padang Telp : 0751-443200 Fax: 0751-7052701				)	)								
	BARISTAND (Balai Riset dan Standarisasi) Industri Padang	Balai Riset dan Standardisasi Industri Padang Komplek LIK Ulu Gadut, Padang 274 Telp. 0751-72201 Fax. 0751-71320 Email : sekretariat@baristand-padang.or.id		0	(P) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1					0					
	UPTD Silungkang		٠	***************************************							0				
	UPTD Logam Sungai Puar				0			0	0						
	Andalas University	Kampus Unand Limau Manis, Padang 25163 0751-72497, 72564, 71181 Fax: 0751-72566, 71508 website: www.unand.ac.id	Dr Bambang Istijono		0	0		. 0		0		O		<u> </u>	State
<u> </u>		The state of the s	4 D 5.1	7											

Appendix -5 Sample BDS Provider List

Swasta	Private	Private		Private	Private	State		University teachers and private consultants registers	
Lainnya		•							
kerajinan/ aksesori perhiasan						. 0	0		
listrik, elektronik	0	0		0	0	0			
pengolaha n makanan/ tekstil. kesehatan/			.,			0	0	0	0
						0			
a Die, molding plastik				ŧ					
Pengerjaa Die, n logam/ mold welding plast	0	0		0	0	0			
ISO / QC	0	. О			0				
Informasi / telekomunikasi	0					0	0		
mesin / facility	0	. 0		0	0				
pertanian / mesin / holtikultura facility	**************************************								
Contact Person / Bagian yang dihubungi								Yetti Murni SE	Tati Yasmarni
Alamat / Telepon / E-mail	JI Gajah Mada Kandis Nanggolo Padang Telp: 0751-7055202 Fax: 0751-444842 email: info@itp.ac.id website: itp.ac.id	Kampus I: JI. Sumatra Ulak Karang, Padang, 25133 Telp. +62-751-7051678, +62-751-7052096 Fax. +62-751-55475 Kampus III: JI. Gadjah Mada, Gunung Pangilun, Padang -	Jelp. +62-751-7051341, +62-751-7054257 email : humas@bung-hatta.info website : http://bung-hatta.info	JI Veteran Dalam No 26B, Padang 25131 website : www.univ-ekasakti-pdg.ac.id	JI Pasir Kandang No 4 Koto Tangah, Padang 25172 telp: 0751-481645 fax : 0751-482274	JI Prof Dr Hamka , Air Tawar, Padang 25131 Telp : 0751-7053902 Fax : 0751-7055628 email : info@unp.ac.id website: www.unp.ac.id/index2.php	JI Dr Sutomo No 5 Padang Telp/ Fax: 0751-21930 website : www.smk2padang.sch.id	JI Kehakiman I No 277 Belakang Balok, Bukittinggi, 26136 Telp: 0752-33544 Fax: 0752-33544 email: bds-triarga@telkom.net	JI Dr A Rifal No 17A Bukittinggi Telp: 0752-21061
Nama	Institut Teknologi Padang	Universitas Bung Hatta		Univeritas Ekasakti Padang	Muhammadiyah University Sumatera Barat	Universitas Negeri Padang (Padang State University)	SMK 2 Padang	BDS Tri Arga	DEKRANASDA
Sekttor		Institusi peneli	ian dan akade	emis				Institusi swa	sta

Appendix-5 Sample BDS Provider List

men
<b>danaje</b>
dan N
SDM
Bidang

	Nama	Alamat / Tefepon / E-mail	Contact Person / Bagian yang dihubungi	Manajemen konsulting	UKM	Marketing	Disain	Pajak	Keuangan dan akunting	Peronalia dan Perburuhan	Hukum	Catatan	
	<b>必</b>	住所·電話·E-mail	コンタクト担当・窓口部署	経営コンサルテイング	中外報	7-77	アザイン	税務	財務·金融	人事・労務	郑	重光	
	UPTD Dinas Koperindag Bukitinggi	JI Dr A Rifai No 17A Bukittinggi Telp: 0752-21061	Tati Yasmami				0						
	6	Jl. Bungo Pasang Tabing Padang. Telo. 0751-7051879.	Bp. Drs. S. Salingkat.	0	0	0	0		0	0			
	Klinik Bisnis Dinas Koperindag Bukittinggi	JL Perwira No 184 Bukittinggi Teto: 0752-21486 - 21254	Azhari	0	0	0	0		0		0		
. In	hi Dinas Bukittinggi	JL Perwira No 184 Bukittinggi Telo: 0752-21486 - 21254	Yeyen Anggreani	0	0	0	-		0	0	0		
stritusi Pem	Shindanshi Dinas Sumbar	JI Jend Sudirman No 47 Padang Telp : 0751-22086, 21829, 22589 Fax: 0751-37192	Ridonald Syahril	0	0	0			0	0	0		
erintah		Jl Khatib Sulaiman No 11 Padang Telp : 0751-443200 Fax: 0751-7052701					· · · · · · · · · · · · · · · · · · ·	- Anti-					
	Klinik Bisnis Dinas Koperindag	Jl Jend Sudirman No 47 Padang Telp : 0751-22086, 21829, 22589 Fax: 0751-37192	Ridonald Svahril	0	0						0		
		Ji Khatib Sulaiman No 11 Padang Telp : 0751-443200 Fax: 0751-7052701											
	Universitas Negeri Padang (Padang State University)	JI Prof Dr Hamka , Air Tawar, Padang 25131 Telp : 0751-7053902 Fax : 0751-7055628 email : info@unp.ac.id website: www.unp.ac.id/index2.php		0		0	0	. 0	0	0	0		
	SMKN 1 Ampek Angkek	JI. Raya Panca Batu Taba Ampek Angkek, Agam 26191, Telp: (0752)624358 email: smik_ivangkat@yahoo.com	, Maiwandrit				0						
Institusi p	SMK N 2 Bukittinggi	JI Syekh Jamil , Jamil Jambek, Bukittinggi Telp : 0752-22673 website : www.smkn2bukittinggi.com email@info@smkn2bukittinggi.com		0		0	0	. 0	0				
enelitian (	STIE Haji Agus Salim Bukittinggi	JI A Yani 79 Bukittinggi Telp: (0752) 34201, Fax: (0752) 34201	Heli Yani, SE	0		0		0	0				
dan akademis	Universitas Andalas (Andalas University)	Kampus Unand Limau Manis, Padang 2516č 0751-72497, 72564, 71181 Fax: 0751-72566, 71508 website: www.unand.ac.id	Dr Bambang Istijono	0	0	0	0	0	0	0	0		
}	Universitas Ekasakti Padang	Jl Veteran Dalam No 26B, Padang 25131 website : www.univ-ekasakti-pdg.ac.id		0		0 .			······································				

List
Provider
le BDS ]
5 Samp
pendix-
9

Catatan		university teachers and private consultants registers	It implements jointly with Koperindag and various training offers. However, it seldom implements		Financing program available					Financing program	מעמומטומ	Financing program available
Hukum	0	0									-	
Peronalia dan Perburuhan	0	0										
Keuangan dan akunting	0	0			0					0		0
Pajak	0											
Disain	0	0										
Marketing	0	0		0		0	0	0	0			
CKM	0	0		0		0	0		0			
Manajemen konsulting	0	0		0		0	0		0			
Contact Person / Bagian yang dihubungi		Yetti Murni SE		Ir Nelson Setiadi (chairman), Hasan Basri (Secretary)	Anismar Asri	Yumi Bt Zulkamain	M. Ridwan, Zulman Tanjung	Roni Falian	Hasan Basri			
Alamat / Telepon / E-mail	Kampus I: Jl Pasir Kandang No 4 Kelurahan Pasie Nar- Tigo Koto Tangah, Padang 25172 telp: 075-481645 fax: 0751-482274 Kampus II: Komplek Perguruan Muhammadiyah Kauman, Padang Panjang, Telepon: (0751) 82612, 82093 Kampus III: (1) Jl. Diponegoro Aiur Kuning Bukittinggi, Telepon: (0752) 21376, Faks: (0752) 21376, (2) Jl. A. Karim 12, Bukittinggi, Telepon: (0752) 25737 Kampus IV: Koto Nan IV Payakumbuh (Samping DPRD TK. II Payakumbuh), Telepon: (0752) 93909	JI Kehakiman I No 277 Belakang Balok, Bukitinggi, 26136 Telp: 0752-33544 Fax: 0752-33544 email: bds-triarga@telkom.net	JI Dr A Rifal No 17A Bukitinggi Telp: 0752-21061	JI Perwira No 33 Bukittinggi	JI Tarok Bungo No 9 Bukittinggi Telp: 0752-7003432	JI Jendral Sudirman 7 Bukittinggi (Hotel Yuriko) Telp:0752-22412	081807387312	JI Panorama No 2, Bukittinggi Telp: 0752-34406/ 34251 fax: 0752-31427 (Hotel Ambun Suri)	Ji Perwira No 33 Bukittinggi (Kadinda)	Indarung, Padang 25237 Telp: 0751-815250, 08126601910, 08126611910, 08126661910	Fax: 0751-815590 website: www.semenpadang.co.id	Jiwasraya PT Persero Asuransi JI Jend Sudirman 14. BUKITTINGGI
Nama	Universitas Muhammadiyah Sumatera Barat	BDS Tri Arga	DEKRANASDA	KADINDA	Koperasi Lumbuang Pusako	IWAPI (Ikatan Wanita Pengusaha Indonesia)	API (Asosiasi Perstekstilan Indonesia)	ап	APEKSI (Asosiasi Konveksi Indonesia)	dang (Persero), PT.		Jiwasraya PT Persero Asuransi

Institusi swasta

Catatan		Financing program available				aldaliavo si neo			_	Financing program available	
Hukum		i ii ii					<u>í</u>			II 6	
Peronalia dan Perburuhan		-									
Keuangan dan akunting		0				C	)			0	
Pajak											
Disain											
Marketing											
UKM										**	
Manajemen konsulting											
Contact Person / Bagian yang dihubungi											
Alamat / Telepon / E-mail	* Unit Pelayanan dan Perbaikan * Jl. Jenderal Sudirman No.2 Bukittinggi 26116 Telp: 0752-22000 Fax: 0752-32532	* Unit Pelayanan dan Perbaikan * Jl. M. Syafei No.16 Bukittinggi 26117 Telp: 0752-22400 Fax: 0752-33244	* Unit Pelayanan dan Perbaikan * Jl. Rasuna Said No.1 Maninjau, Bukittinggi 26471	Fax: 0752-61300	Jl. Sudirman No. 1 Bukittinggi, 26111	email : roberto@plnbukittinggi.com	Faks: (0752) 34544	www.pinbukittinggi.com	JI. Veteran No. 43 Padang	Phone : 0751-36001-2, 23087   Eav : 0751-36003	Email: sapurmen@sucofindo.co.id
Nama		PT Telkom				PT PLN ( Persero) Cabang	Bukittinggi		ı	SUCOFINDO, PT (Persero),	
			:		-						

## SWOT Analysis during the Nilam Cluster Diagnosis Training in Sumedang

## Group A

Gloup A		
Internal Factor	Strength (S):	Weakness (W):
	1. Abundant in nilam as raw material	12.Low quality of raw material
	2. Potential cultivation area for nilam	13.Unstable quality of nilam oil (Oil with
	production	average 30% or more PA and light color
	3. Suitable climate for nilam production	is required.)
	4. Easy to produce nilam	14.No standard of nilam oil production
	5. Strong support from Governments	causes unstable quality
	(Indap, Hutbun, Perhutani, university	15.Lack of technical assistance to farmers
	associations, public research institute and	and distillers.
	other related organizations)	16.No partnership between farmers and
	6. High skilled famers and distillers	distillers
	7. Usage of appropriate technology	17.Lack of knowledge of nilam oil in
	8. Well developed infrastructure	farmers
	9. Easy access to information	18.Lack of instructors in nilam oil industry
	10.Nilam is priority agricultural product in	
	Surnedang.	
	11. Operation of banks and	
External Factor	financial institutions	
Opportunity (O):	S-O	W-O
Availability of potential area for nilam	1. Expand nilam cultivation area	1. Improve production technology
cultivation	2. Improve the nilam oil quality	to meet the quality standard
2. Market expand as development of	and quantity	2. Form the nilam oil cluster
perfume, cosmetics, soaps, medicines	3. Upgrade the skills of existing	3. Procure nilam oil distillation
and pesticide industries.	human resources to cope with	facilities
3. Export demand is still high.	nilam oil production	4. Set up a UPT for nilam oil
4. Regional generated income may be	4. Procure fertilizers from agents	
increased.	and providers.	
5. To improve prosperity of Nilam farmers	5. Make cooperation with R&D	
6. To increase job opportunities	institutes and universities	
Threat (T):	S-T	W-T
Consumer trends toward higher quality nilam oil	Improve production quality according to	Execute cluster training
2. Difficult to obtain raw material when the	the standard.	2. Disseminate nilam cultivation and
	2. Make cooperation with related	improvement of marketing ability
price is low.  3. Increase of nilam farmers outside of	organizations.	
Sumedang		
4. No standard oil price		
5. Increase of unemployment in nilam		
farmers		
6. Strong business network has not been set		
up.		

Group B		
Internal factor	Strength (S):  1. Stable sales price  2. Availability of potential cultivation area	Weakness (W):  1. Far from water source
External factor	owned by the government	
Opportunity (O):	S-O	W-O
High demand of nilam (plant) from outside Sumedang	Inprove the structure of nilam cultivation     Utilize the government own area by groups	Make agricultural ditch in nilam cultivation area
Threat (T):	S-T	W-T
High failure percentage of a cutting	Investigate seeding	None
Difficult to change the way of thinking and tradition of farmers	Change the attitude of farmers through trainings     Change seeding from cutting to nursery trees	
Group C		
External factor  Opportunity (O):	Strength (S):  1. Abundant local raw materials  2. 230ha of Nilam cultivation area  3. Interests of nilam cultivation among farmers  4. Existing of a nilam farmer group  5. Nilam is listed in regional development plan as potential product of Sumedang  6. Nilam oil distillers with appropriate technologies  7. Use excellent spicy of nilam  8. Access to market through collectors	Weakness (W):  1. Lack of entrepreneurs who produce nilam seeding  2. Nilam cultivation is considered as side business by farmers.  3. Low knowledge of nilam cultivation in farmers  4. Unstable sales price (oil and plant)  5. No UPT for nilam  6. No standardization for product and process  7. No nilam cultivation mapping  8. No policy for nilam sales channel  9. No global standard for nilam oil  10. Weak organizational management  W-O
1. High market demand.	1. Improve product quality and quantity to	1. Set up a nilam UPT
2. High possibility to expand cultivation	meet world market demand	Give guidance to nilam entrepreneurs
area.  3. No substitute for nilam oil.	Form a Nilam oil producer sentra	Standardize product and process
No substitute for marmon.     Increase jobs in agriculture sector.	Provide finance to nilam entrepreneurs	
Chance to start nilam oil business=		
6. Nilam can easily produced with other		
crops		
Threat (T):	S-T	W-T
<ol> <li>Potential competitor in India, Brazil and Philippines.</li> <li>Potential domestic competitor</li> <li>Losing interests of nilam famers as other plant gain more value added.;</li> </ol>	<ol> <li>Form a strong business network among farmers, distillers and exporters (including partnerships).</li> <li>Make the purchase contract with agreed amount of nilam for the certain period.</li> </ol>	<ol> <li>Execute nilam cultivation training.</li> <li>Execute management training.</li> <li>Make and apply the SOP for distillation to produce the product according to the standard.</li> </ol>
Nilam is cultivated in the area owned by village or State owned forestry company		Make research for expanding the nilam business

Source: complied by diagnostic training participants, June 2009

Key Points of SWOT Analysis: Application to Diagnosis of the Industrial Concentration

## 1. Overview of SWOT Analysis

SWOT analysis is a tool used for development of visions and strategies for a producing area or an industry. SWOT stands for strength, weakness, opportunity, and threat. In particular, it is used to diagnose and analyze the current state and to make projection required for strategy development.

In Indonesia, SENTRA is used as a synonym for a cluster, but it is also viewed as an industrial concentration with weak local links. To develop SENTRA to a cluster, it is imperative to understand its current state. More precisely, factors relating to SENTRA are classified into four elements that constitute SWOT. They are plotted in a matrix table for the purpose of putting an environment surrounding SENTRA into perspective. This way, information useful for formulation of future strategy can be obtained, e.g., whether collaboration is established in the industrial concentration, how such collaboration can be formed, and how the cluster can gain higher competitiveness than other clusters.

Each of the SWOT elements is described as follows.

#### (1) S and W

Strengths and weaknesses constitute the internal environment for an industrial concentration and include the presence of trade associations and cooperatives, intent of local companies to organize and their financial status (soundness), comparison with similar concentrations in other areas in terms of quality and technology, availability of workforce relating to business support, infrastructure such as transportation, communication, and electricity (stable supply), intellectual property protection measures, presence of or access to raw material suppliers, markets, and related industries, production facilities and their productivity, competitive advantage over other areas, market acceptance, brand power, the current state of compliance (ethics) by local companies. Then, 4Ps (production, price, promotion, and place) are included as marketing elements.

### (2) O and T

Opportunities and threats represent the external environment and include economic conditions of the country and trade partners, progress of and response to technological innovation, legislation relating to the fostering of industrial concentrations, the social environment and culture

surrounding the industry, political conditions, market trends, expectations of stakeholders and the general public, and actions taken by competing areas.

- (3) Strengths, weaknesses, opportunities and threats for the industrial concentration are identified to develop the following strategies for cluster development.
  - ① Strategy to leverage "strengths" and to use "opportunities" favorable to the industrial concentration
  - ② Strategy to overcome "weaknesses" and use "opportunities"
  - ③ Strategy to leverage "strengths" and to overcome "threats"
  - 4 Strategy to recognize "weaknesses" and "threats" so as to avoid the worst situation

## 2. Important Considerations in SWOT Analysis

There are cases where SWOT analysis does not lead to a clear strategy for cluster development. The situation is generally attributable by an inappropriate SWOT analysis or a problem relating to the subsequent strategy development. In particular, important considerations given in the strategy development process are summarized as follows.

## (1) To ascertain the current level of inter-company collaboration

In performing diagnosis of an industrial concentration area, it is important to understand the level of collaboration between related companies in the area. From the level of collaboration, strength and weakness can be determined because strong collaboration serves as a driving force for developing an industrial concentration to a real cluster. It is also important to learn how much the government sector is involved in promotion of inter-company collaboration.

## (2) To check presence of related organizations

It is important to confirm presence of organizations in the study area that serve as intermediary between companies in an industrial concentration in order to promote information exchange and joint operation. Such organizations include universities, UPT and DINAS. Their strong presence is considered as strength, and otherwise as weakness.

## (3) To understand social infrastructure in the industrial concentration

Social infrastructure is viewed as the foundation of an industrial concentration. It is classified as

opportunity or threat and includes local customs and business practice, as well as finance, education and physical distribution.

## (4) To visit as many places as possible and cover a wide variety of companies

To understand the current state of an industrial concentration, companies and government offices need to be visited for interview. Within time and other constraints, visit should be made to as many companies and organizations as possible, of varying sizes, in order to grasp an overall image of companies operating in the area. As companies vary greatly according to various factors, including industry type, size, and management policy, it is important to determine their overall image in the context of a potential cluster. The study team's surveys, which primarily covered small enterprises, revealed that many of them differed in terms of management policy, e.g., some intend to expand their business, while others focus on a certain area.

## (5) To check effectiveness of government support from companies' perspectives

In many countries, SME development forms an integral part of industrial policy, because as many as 99% of companies are SMEs (or 80% in terms of employment share) and their development leads to growth of the entire industry from bottom up. However, questions are often raised about appropriateness or effectiveness of government support. While government always believes in effectiveness, opinions vary on the beneficiary side, i.e., SMEs may not agree all the time. Diagnosis of an industrial concentration should therefore be made by hearing opinions from both sides.

## (6) Not to expect SWOT input from companies surveyed

Some managers may perform their own SWOT analysis and talk about it. The person performing diagnosis should not be influenced by such analysis and must keep neutral position.

Government may also try to sell its own SWOT analysis, such as "government support helps companies and is a major strength." However, it may be denied by beneficiaries. It is therefore important to determine which opinion is true by carefully examining information obtained from two sides as well as actual conditions observed in the field survey.

## (7) To ensure that SWOT analysis is linked to actual strategies and plans

As pointed out in the overview, there are cases where actual strategies and plans do not reflect SWOT analysis. SWOT analysis and planning are carried out separately without any linkage.

The results of SWOT analysis must be properly tabulated under the headings of "SO," "WO," "ST," and "WT," which are then translated to rational and convincing strategies and plans.

Whether or not SWOT analysis is effectively linked to strategy development and planning can be seen from a SWOT analysis sheet and its format. When a SWOT sheet places "S/W" and "O/T" in different tables, it is not likely used as the basis of strategy development (Example 1 below). On the other hand, a SWOT sheet putting the four elements in the same table can form the basis of developing a strong strategy and plan.

	SWOT	Example 1			SWOT	Example 2
S	W	0	Т		S	W
SI	W1	01	T1		<b>S</b> 1	W1
:	:	;	:		:	:
Sn	Wm	On	Tm		Sn	Wn
				0	Strategy SO1	Strategy WO1
	Stı	rategy 1		01	:	:
•	Stı	rategy 2		:	;	:
		;		On	Strategy SOn	Strategy WOn
ji	Str	rategy n		Т	Strategy ST1	Strategy WT2
				T1	;	:
				:	:	:
				Tn	Stragety Tn	Strategy WTn

Note: "n" does not necessarily represent the same figure.

While the SWOT table for a potential cluster area is constructed on the basis of information gathering from companies and government organizations, it must represent SWOT for the entire area, namely its overall image.

## (8) To avoid double listing in "S" and "W" and confusion between "S" and "O"

Double listing of the same element in "S" and "W" sometimes occurs, e.g., "quality is good" in the former and "quality is poor" in the latter. Clearly, it brings SWOT analysis in a wrong direction.

Confusion between "S" and "O" is also seen occasionally. For instance, during the cluster training program conducted in June, the Niram group listed "presence of banks and other financial institutions" in "S," but it should be listed in "O." This type of confusion is often seen in

diagnosis reports made in Japan.

## 3. Points of Notice for Participants

- (1) While corporate diagnosis is primarily performed by a single person, diagnosis of industrial concentrations is often carried out by two or more persons. In this case, SWOT analysis (construction of a SWOT table) is made through brainstorming. While the brainstorming technique has a major advantage in enabling participants to share understanding of the situation, its outcome can be biased due to incorrect management of the brainstorming session, e.g., an offered opinion is neglected or a participant with loud voice dominates the session. Care should be taken to follow a basic rule of allowing participants to express their ideas freely and to accept others' without reservation.
- (2) From our past experience, surveyed companies often confuse the survey with the tax office's investigation. In the course of interview, questions related to sales and profit may come up. While the survey team wants to know specific figures, companies are often reluctant to disclose them when they fear that the data may be used for taxation purposes. It is understandable in light of the fact that the survey team is often made up of government employees. To avoid the situation, the survey team needs to emphasize, at the beginning of the interview, that the survey is designed to perform diagnosis of an entire area of industrial concentration, rather than individual companies.
- (3) Visits should be arranged by giving priority to convenience of companies surveyed. Companies may feel anxiety about the visit by the survey team (i.e., government employees) and tend to accept a schedule that is not very convenient to them. In negotiating a visiting schedule, therefore, care should be taken to agree on a time period that would not likely disturb with their work, including in the nighttime after the end of daily business or on a holiday.
- (4) As for preparation of a SWOT analysis report, introduction is made at the beginning to explain about SWOT, rather than presenting a SWOT table without any preamble. It is important to recognize that persons who read the report are not always familiar with SWOT analysis.

#### References:

\*1: Industrial Cluster Development Policy (Taichiro Nishikawa)

- \*2: Cluster Diagnosis Methods, UNICO International Corporation, H16
- \*3: http://ja.wikipedia.org/wiki/SWOT%E5%88%86%E6%9E%90 http://itpro.nikkeibp.co.jp/article/Keyword/20070317/265494/

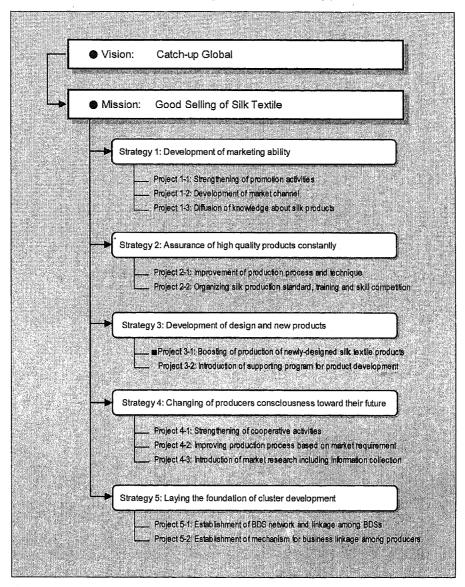
## Sample of Action Planning

1. Identify successive indicator to start action plan, such as:

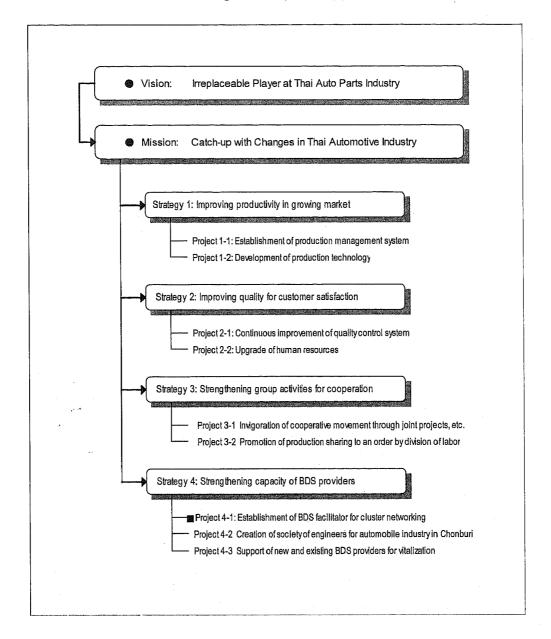
## Conditions for Success of Cluster Movement

- 1. Leadership and motivation of regional stakeholders
- 2. Formulation of organization for cluster activation (Industries, Academies, Government) (Provincial level, Project level)
- 3. Participatory PCM approach involving regional stakeholders
- 4. Necessity of a master plan and an action plan for a cluster
- 5. High capability of cluster consultants (or CDA)
- 2. Develop vision, mission and strategy of each project

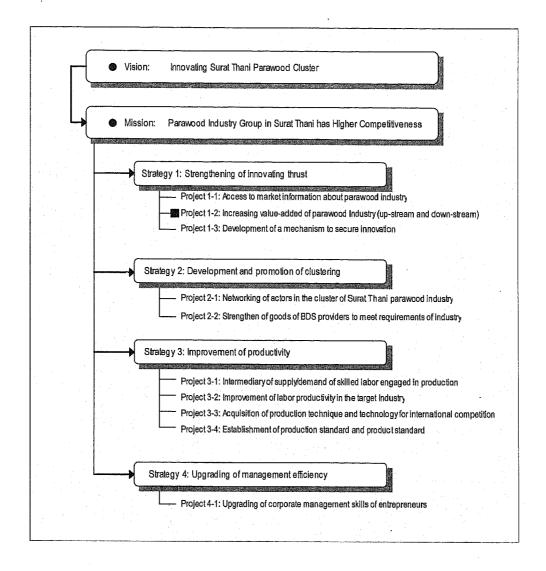
Sample of Action Plan (1)



## Sample of Action Plan (2)



## Sample of Action Plan (3)



## PDCA Check List

Rei	ore implementation of cluster approach
	Assure existence of industrial association or cooperative or cluster representing
	association to represent regional industry
	Assure whether the regional industry has an experience to implement project
٠	jointly.
	Assure relation between private and public administration. Do they have respective
	relationship?
	Assure networking condition of the private companies. Do they have respective
	relationship?
	Assure availability of regional leader.
	Assure whether the leader belongs to private.
	Assure whether place to all the stakeholders to gather together
	Assure whether the budget to promote the industry or cluster is allocated
	Assure whether business climate and information of the industry has collected
Pro	ocess
	Assure whether many stakeholders are participating in developing action plans
	Assure whether suitable organization to implement action plan has established and
_	suitable facilitator available
	Assure whether the cluster has a vision and mission and is the vision and mission
	has developed by the cluster initiative
	Assure whether evaluation indicator has settled to the action plan
	Assure whether the details of action plan shared by all the cluster stakeholders
	Assure whether stakeholders do not have any complaints to the decision made by
	the board members of the cluster for action plan.
	Assure whether the beneficiary of the action plan covers a part of the cost of action
	plan
	Assure whether the progress of the action plan is disseminated to the stakeholders regularly.
	Assure whether stakeholders participate in the action plan agressively.
	Assure whether appropriate private and public organization is participating in the
	action plan.
Λ.C.	
_	er implementation
Ш	Assure whether majority of stakeholder could get benefit from the action plan and
	the plan give preferable impact to the growth of the cluster.

## Appendix-8 Sample Evaluation Questionnaire Sheet and PDCA Check List

Assure whether method to disseminate the output has already decided.					
Assure activity record to evaluate project performance has made and stakeholders					
can access to the record easily					
Assure whether third party people is participating in the evaluation activity					
Assure result of evaluation and lessons learnt will be informed to major					
stakeholders and will the record stored properly.					
Assure whether a system to absorb past lessons to a new project has developed					

## 評価インタビュー調査票(アクションプラン2)-専門家

Instruction: Please answer each of the questions below by ticking the check box that is applicable and by describing your answer where requested. Please make sure that you complete answering all the questions before you leave today and submit to the reception. Company/Organization: Name - Designation: 上級者研修参加者全体のうち、何%が市場ニーズに合わせたデザイン開発能力を習得したと思いますか? Q1. % 本研修で行った活動(あるいはアウトブット)は、上級者研修参加者の市場ニーズに合わせたデザイン開発能力を習得 させるのに充分であったと思いますか? Q2. □ 充分であった Q2で「充分でない」と回答された方にお聞きします。他にはどのような活動(あるいはアウトブット)が必要であっ たと思いますか?記述してください。 Q3. (記述) TOT研修生の能力は本研修を実施するうえで適切だったと思いますか。 □ 適切でなかった。 □ どちらとも言えない。 Q4で「適切でなかった」と回答された方にお聞きします。適切でなかった部分は何ですか?記述してください。 (記述) Q5. 上級者研修の研修生の能力は本研修を実施するうえで適切であったと思いますか。 Q6. □ 適切だった。 □ 適切でなかった。 どちらとも言えない。 Q6で「適切でなかった」と回答された方にお聞きします。適切でなかった部分は何ですか?記述してください。 (記述) Q7. TOT研修生は、本アクションプラン終了後もデザイン講師活動を継続すると思いますか? Q9. Q8で「継続しない」あるいは「分らない」と回答された方にお聞きします。その理由は何ですか?記述してください。 (記述) Q10. デザイン講師向け研修の参加者を講師としたデザイン研修の継続を、今後促進する要因、および阻害する要因は何だと思いますか?記述してください。 (助長要因) (阻害要因) 本アクションプランで開発されたデザイン研修新規カリキュラム案を活用したデザイン研修の継続実施を今後促進する要因、およ Q11. び阻害する要因は何だと思いますか?記述してください。 (助長要因) (阻害要因) Q12. 本アクションブランで開発されたデザイン研修新規カリキュラム案の継続的な改善を、今後促進する要因、および阻害する要因は何だと思いますか?記述してください。 (助長要因)

## 以上、御協力有難うございました。

## 評価アンケート調査票(アクションプラン2)-TOT参加者

<u>Instruction:</u> Please answer each of the questions below by ticking the check box that is applicable and by describing your answer where requested. Please make sure that you complete answering all the questions before you leave today and submit to the reception.

Company/Organization:			·	
Nam	e - Do	esignation:		_
Q1.		たは、本研修によ 多く習得した	Fつて、上級者研修研修生が市場ニーズに合わせたデザイン開発能力を習得したと思いますか? □ 習得した □ 変化ない .	
	IE,	本研修の活動で不	回答した方にお聞きします。研修生が市場ニーズに合わせたデザイン開発能力を習得するため F足していたものは何だったと思いますか?記述してください。	
Q2.		(記述)		
Q3.	品は		」あるいは「習得した」と回答された方にお聞きします。今後3~5年間程度で、研修生の刺繍製いて競争力を有した信頼性のある製品になると思いますか。 □ 思わない。	
Q4.	901/Constitut	カルタからのデザイ 適切だった。	ン専門家の派遣期間および能力は、本研修を実施するうえで適切であったと思いますか? □ 適切でなかった。 □ どちらとも言えない。	
Q5.	Q47	<b>●「適切でなかっ</b> (記述)	た」と回答された方にお聞きします。適切でなかった部分は何ですか?記述してください。	
			w. 15 - 人以・F 16 - ス・コー・ス・コー・ス・ロー・ス・ロー・ス・ロー・ス・ロー・ス・ロー・ス・コー・ス・コ	
		は何だと思います;	業が、今後市場のニーズに合わせたデザインを開発できるようになることを促進する要因、および阻害すか?記述してください。	Đ
Q6.	,	(助長要因)		
Q7.	1888816029807	<b>F修に参加された方</b> 生まれる	以外に、ブキティンギ市の刺繍クラスター内に本研修による受益者は生まれると思いますか?  □ 生まれない □ 分らない	7. V.
Q8.	Q7.	で「生まれる」と回答 (記述)	<b>答された方にお聞きします。それは誰(どの機関)ですか?記述してください。</b>	2h.7
Q9.	WALLEY COR	たは、本研修終了: 継続する	後もデザイン講師活動を継続しますか?	70 41 J
Q10	. Q9 <sup>-</sup>	で「継続しない」ある (記述)	いは「分らない」と回答された方にお聞きします。その理由は何ですか?記述してください。	
Q11	. あな	たを講師としたデナ (助長要因)	ザイン研修の継続を、今後促進する要因、および阻害する要因は何だと思いますか?記述してください。	
		(阻害要因)		

