



2026

# COMPANY PROFILE

PT MULTI FLASHINDO KARISMA  
*Foodservice Equipment & Supplies*

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



# DISCOVER US

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## INDONESIA'S LEADING COMMERCIAL KITCHEN APPLIANCE SUPPLIER

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MFK Foodservice Equipment & Supplies was founded in 1992. With an already established reputation for exceptional service and superior quality products, MFK has strengthened its position as one of Indonesia's leading suppliers of commercial kitchen equipment across the country. We carry a range of more than 2000 products, all of which are best of breed and sourced from reputable local and international suppliers. 20 of our over 30 Brands are exclusively distributed by MFK to the Indonesian markets.

# MILESTONE



19  
92



MFK was established as a leading supplier of commercial kitchen appliances in Indonesia.

19  
99



MFK has grown to carry over 2,000 products, sourced from reputable local and international suppliers.

20  
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20 out of 30 brands represented by MFK are exclusively distributed in Indonesia, enhancing the brand's market reach.

20  
00



Established a showroom in Jakarta for customers to view products in unpacked form and receive live demonstrations of product features and benefits.

20  
26



Set up branches in Surabaya and Bali, alongside service and repair centers, improving nationwide reach and customer support.

 VISION

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To be Indonesia's most trusted and innovative provider of commercial foodservice solutions delivering reliable, high-performance equipment that empowers businesses to cook, serve, and grow with excellence.

 MISSION

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To provide world-class kitchen solutions through quality products, competitive value, and dependable after-sales service. We aim to build lasting partnerships by combining innovation, expertise, and integrity to support the success of every client we serve.

 CORE VALUES

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**RELIABILITY**

Consistent quality and dependable service.

**INTEGRITY**

Honest, transparent, and trustworthy relationships.

**COMMITTED**

Long-term company thinking.



# COMPANY OFFICE



## ● JAKARTA



HEAD  
OFFICE



Jl. Hayam Wuruk 114 Blok A No. 4 Maphar,  
Jakarta - Indonesia 11160



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SERVICE  
CENTER



Jl. Kamal Raya No.9 Unit B. RT 01/ RW 06  
Tegal Alur. Cengkareng - Indonesia 11820



+62 21 5595 2523



+62 811 9144 614



service.center@mfk.co.id

## ● SURABAYA



BRANCH  
OFFICE



Ruko Royal Crown Palace RA 2.  
Jl. H. Anwar Hamzah, Kp. Baru, Tambakoso,  
Kab. Sidoarjo, Jawa Timur 61256



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## ● BALI



BRANCH  
OFFICE



Jl. Sunset Road No.108 b, Kec. Kuta  
Kel. Badung. Bali - Indonesia 80361



+62 361 934 2633

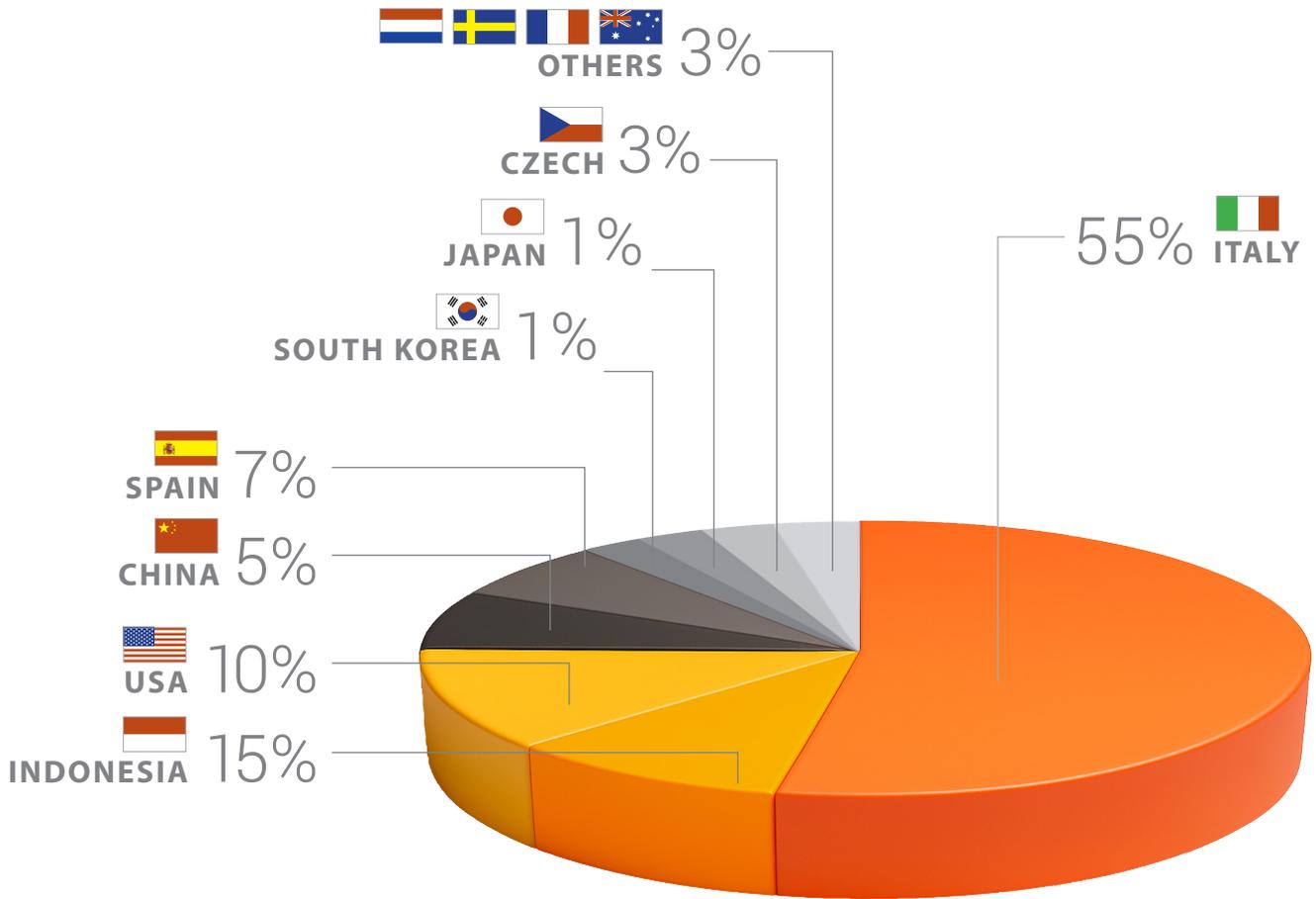


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# OUR BRANDS



ITALY  
55%



INDONESIA  
15%



USA  
10%





SPAIN  
7%



Infrico

salva



CHINA  
5%

meichu®

SACO



HUIQUAN



CZECH  
3%



RED FOX®



OTHERS  
3%



robot coupe®

ScanBox



JAPAN  
1%



KOREA  
1%

SouthPro  
COMMERCIAL DISHWASHER

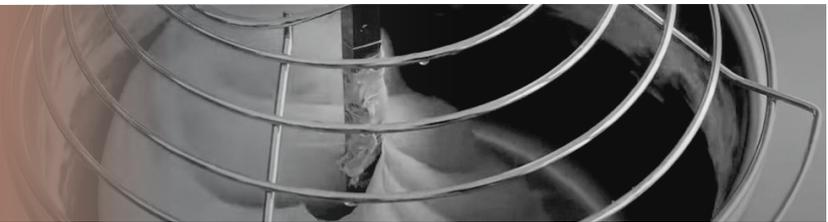
# PRODUCT CATEGORY



BEVERAGE  
EQUIPMENT



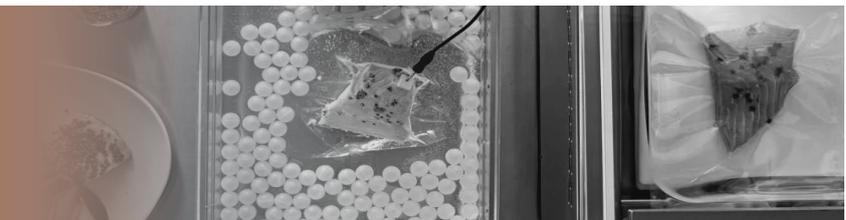
BAKERY  
EQUIPMENT



DISHWASHING  
MACHINE



FOOD  
PREPARATION



REFRIGERATION



KITCHEN  
SUPPLIES



COOKING  
EQUIPMENT



FOOD  
DISPLAY



# USER EXPERIENCE

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Our e-commerce platform is built to provide a reliable and professional purchasing experience. We focus on quality products, dependable service, and long-term partnership.



Operating nationwide requires consistency and reliability. MFK ensures controlled operations, dependable service, and long-term customer commitment.

# BUSINESS PROCESS

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- 01** MFK operates with a governance-driven management approach where operational decisions are aligned with long-term business responsibility.
- 02** Inventory planning, supplier engagement, and service commitments are managed through structured internal processes designed to control risk, ensure continuity, and protect partner interests.
- 03** This discipline allows MFK to maintain reliability across multi-location operations while preserving trust with principals, customers, and stakeholders in a high-commitment B2B environment.

# OUR CUSTOMERS

# HOTEL & RESORT



# RESTAURANT

# OUR CUSTOMERS



TAKA  
OOZORA  
SEMESTA  
YOGYAKARTA





# CAFE, BAKERY, ICE & GELATO

## OUR CUSTOMERS



# OUR CUSTOMERS

# OTHERS



# THE MASTERMIND

LEADERSHIP &  
GOVERNANCE APPROACH



PAULUS

**HADI CHAERUL**

**Managing Director**

**Leadership at MFK** functions as a governance and risk-control anchor rather than a symbolic role.

Executive leadership maintains direct oversight over inventory exposure, supplier commitments, and long-term partnership obligations, ensuring that operational growth is balanced with discipline, accountability, and sustainability.

Decision-making authority is structured to prioritize responsibility and continuity, particularly in managing payment terms & condition, after-sales obligations, and principal trust. Leadership involvement acts as a stabilizing force during operational pressure, reinforcing MFK's commitment to long-term relationships over short-term commercial gain.

## SALES DEPARTMENT

**The Sales Department** provides reliable foodservice equipment solutions for the Hotel, Restaurant, and Catering (HoReCa) industry. Our team collaborates closely with clients to identify their operational needs & recommend equipment that delivers performance, efficiency & value.

Supported by a Corporate Chef, we offer not just product guidance but also insights into kitchen workflow, menu execution, and productivity. With offices in Jakarta, Surabaya, and Bali, MFK ensures consistent support from consultation to after-sales service.

Backed by over 40 international brands and more than 2,000 products, MFK delivers complete solutions in cooking, refrigeration, dishwashing, and display. Guided by professionalism, integrity, and service excellence, we are committed to helping clients build efficient and sustainable kitchens.



# COMPANY DEPARTMENT

## MARKETING DEPARTMENT

**The Marketing & Communications Department** plays a vital role in strengthening MFK's brand presence across the Hotel, Restaurant, and Catering (HoReCa) industry.

Our team manages strategic communications through social media, website content, digital campaigns, and creative storytelling that reflect MFK's values and expertise.

We collaborate closely with suppliers, brand principals, and business partners to develop engaging marketing materials, joint promotions, and product showcases that build market trust and awareness.

Through consistent branding and integrated communication, MarCom ensures that every message - whether online or offline - represents MFK's commitment to quality and innovation.

From digital strategy to event collaboration, the department continuously adapts to evolving trends to connect MFK with professionals and businesses across Indonesia's growing HoReCa landscape.

# COMPANY DEPARTMENT

## WAREHOUSE AND SERVICE DEPARTMENT

**The Warehouse & Service Centre Department** ensures every product is delivered safely & every customer receives reliable after sales support.

MFK operates warehouse facilities in Jakarta, Surabaya, and Bali, with Jakarta serving as the central hub. Each warehouse follows strict quality and safety standards to maintain product integrity from careful handling to secure wooden-crate packing for long-distance shipments. This system allows us to deliver equipment efficiently and in excellent condition to customers across Indonesia.

Our Service Centre provides dedicated after-sales assistance, including technical support, spare parts supply, and professional repair services. With a responsive and well-trained team, MFK is committed to maintaining the performance of every product long after installation, ensuring our customers' operations run smoothly and continuously.



# COOKING STUDIO

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## 2C COOKING CINEMA

**Founded in 2014, 2C Cooking Cinema is a cooking studio facility** owned by PT. Multi Flashindo Karisma. Initially used as a demo area for MFK's sales team, 2C Cooking Cinema has now evolved into a multifunctional space that supports various creative activities.

Equipped with professional-grade commercial kitchen and bar equipment, as well as a spacious parking area, 2C Cooking Cinema is the ideal venue for hosting corporate events, private dining, cooking classes, special product launches, photo shoots, seminars, birthday parties, and much more. The building consists of two floors and features ample parking facilities, ensuring maximum comfort for every event.





The 2C Cooking Cinema Studio is located on the second floor and consists of two rooms that can be combined through flexible partitions.

### **1. Demo Area**

The Demo Area is designed for events, cooking content production & testing commercial kitchen equipment. Equipped with a demo counter and professional kitchen appliances, the space can accommodate up to approximately 100 attendees.

### **2. Bar & Lounge**

The Bar & Lounge area offers a relaxed and comfortable atmosphere to enjoy a variety of beverages from cocktails and wine to coffee and non-alcoholic drinks.

Featuring elegant design, soft lighting, and facilities such as bar stools and sofas, this area serves as an ideal spot for socializing, unwinding, or waiting before the main event.



**Beyond a demonstration space, 2C Cooking Cinema functions as a strategic platform supporting market education, product validation, and long-term brand collaboration.**

**The facility enables structured engagement between principals, professional users, and MFK's internal teams—bridging technical capability with real operational application.**

**This platform reflects MFK's commitment to capability building, knowledge transfer, and sustainable market development rather than transactional product promotion.**



# COMPANY PROFILE

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PT MULTI FLASHINDO KARISMA

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 MFK Channel

 MFK PT