

Garasi Vespa



Ida Bagus Sukaina, Owner

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As an aficionado and a private collector of classic Vespa scooters, Ida Bagus keeps more than 10 of his favorite Vespas at his home. “I love Vespas, they are antique and unique. Each Vespa is full of history,” Ida said with a big grin.

Vespas originated in Italy in the late 1940s. They have become symbols of youthful independence as well as a highly recognizable pop culture icon of the 20th century. But, even as years pass and designs evolve, the love that Vespa fans feel for the little scooters has not faded.

Ida is a self-proclaimed enthusiastic Vespa fan. With his passion for Vespas, Ida started his business – Garasi Vespa – in Sanur area in Bali, Indonesia in 2008 to recondition and sell Vespas.

He sources most of his Vespas from remote villages in Java, where some local people still use the distinct old-style scooters for daily transportation.

“When my staff spot a Vespa or part of one, we will talk to the villager and agree on a fair price. We then ship it to Bali for reconditioning,” he said. It takes at least

three months to restore an old Vespa and bring it to its former glory.

Now, Vespa lovers around the world come to Bali to buy their favorite scooter. “It’s interesting that people travel half way around the world to Indonesia to bring some of their history back home.” Ida said.

One reason that his customer base continues to grow is Ida’s extensive use of The You Shop We Ship service. This helps his customers to ship their prized Vespas back to their home in a safe, low-cost way.

“It’s a great service for our customers – and a win-win relationship for The ESC, my business and our workers: We can sell more vespas to buyers due to the easy, affordable door-to-door shipping, Export Service Centre gets more business – and we both create more jobs in the process.”

Getting through the recent economic downturn is a great success in itself. “We are doing even better this year. I know we will get good business in the future,” Ida said with confidence.

Organization profile

Company	Garasi Vespa
Owner	Ida Bagus Sukaina
Established	2008
Email	garasivespa@yahoo.com
URL	www.garasivespa.clikbali.com
Location	Sanur, Bali, Indonesia
Retail outlets	2
Business type	Retailer
Employees	7
Subcontractors	N/A
Main products	Vespa scooters, Antiques, Old bemos, Old bicycles
Export markets	Europe
Export proportion	100%
Annual sales	\$102,000
ESC partner	Since 2008

People & products

