

Serene Living



Nyoman Jendra, Owner

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Breathe deeply as you walk into the Serene Living boutique in Seminyak, and the scent of aromatherapy oils draws you into the peaceful ambience of this beautiful shop. For sale is a range of luxurious yet simple home décor – including hand-thrown bowls, rich wooden furniture and luxurious textiles.

Owner Nyoman Jendra is a Balinese who proudly notes that he’s the only local retailer operating a home décor business in the up-scale shopping district.

“With lots of ideas and a single store in Seminyak, we started our business catering to tourists who flocked to Bali for its beaches, beauty and culture,” Jendra said. “Our focus is on quality, design and innovation. We are very attentive in choosing quality inputs – most of which come from south Java – as good quality depends on good materials.

“We quickly found a niche market of sophisticated travelers looking for high quality products made with eco-friendly indigenous materials. We offer a tasteful collection for modern interiors, simple designs with clean lines.”

Within a short time, Serene began exporting its creations to Europe. Today, its products can be found worldwide, with 35 percent of output exported.

To attract more tourists to buy from his shop, Jendra began to work with The ESC’s door-to-door service.

“Few cargo companies offer door-to-door individual service at a reasonable price in Bali. But The Export Service Centre has it,” Jendra said. “That’s why I always recommend The You Shop We Ship service to my customers. More and more of my overseas buyers choose this shipping option – and they are all delighted with the service.

“I am hopeful that several of the people who bought from me for their personal purchases will order more on a commercial scale due to the ease of The You Shop We Ship service.”

Jendra added in a teasing tone: “I want to have a serene life without the bother of business! But seriously, I love my work. I will try my best to keep it growing for a long time, because it’s serene living by its name.”

Organization profile

Company	Serene Living
Owner	Nyoman Jendra
Established	2003
Email	jendra@serenebali.com
URL	www.serenebali.com
Location	Seminyak, Bali, Indonesia
Retail outlets	1
Business type	Supplier & Retailer
Employees	15
Subcontractors	N/A
Main products	Stone & terracota, Ceramics & glass, Home textiles
Export markets	Australia, Europe, USA
Export proportion	35%
Annual sales	\$228,000
ESC partner	Since 2009

People & products

