

SEMINAR E-COMMERCE TANTANGAN DAN PELUANG BARU BISNIS TRANSPORTASI DAN LOGISTIK

HOTEL NOVOTEL BANDUNG
SABTU, 5 SEPTEMBER 2015

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E-commerce Industry Impact to the Demand of Logistics Service

VENTYA GEMA KUSTRIATY

BANDUNG, 5 SEPTEMBER 2015

INDONESIA KEY FACTS



4th Largest Population in The World

**255,5
million**

DEMOGRAPHIC

52%

MALE



48%

FEMALE



DIGITAL NATIVE

58.4%

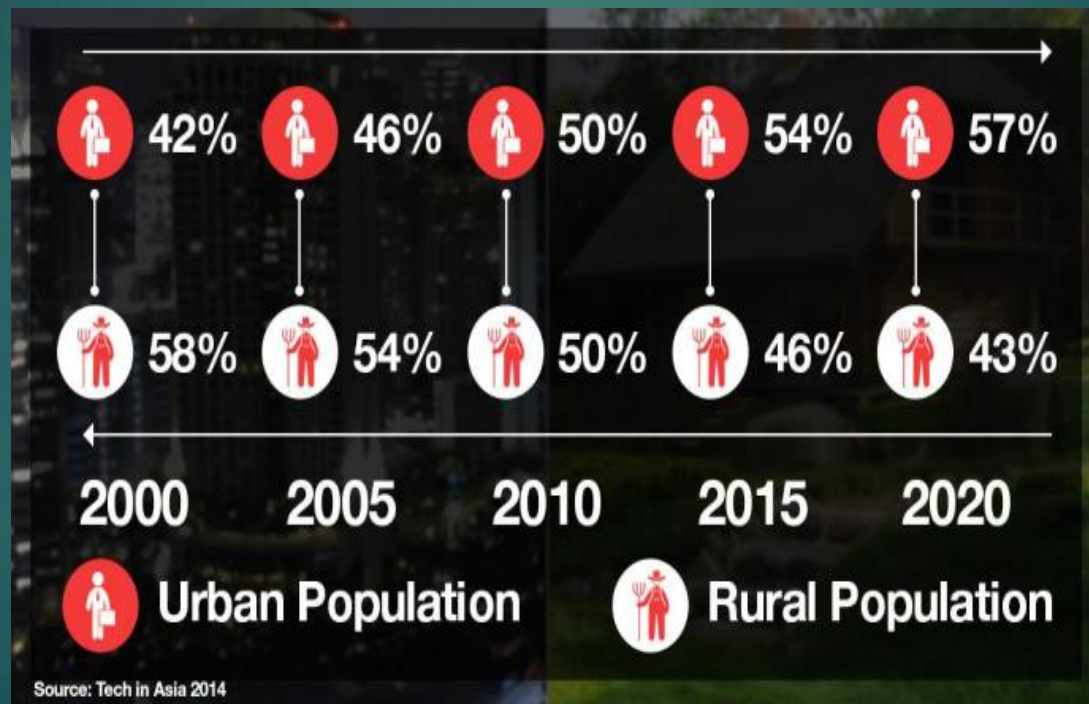
(12-34 YEARS OLD)

This younger generation born and living in the internet era. They tend to make friends in cyber

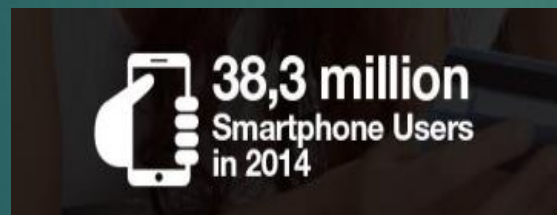
Source : techinasia, 2014

INDONESIA KEY FACTS

MORE = MORE
URBAN DWELLERS TRANSACTIONS IN
ONLINE SHOPPING



INDONESIA KEY FACTS



Source : Tech in Asia, 2014 - Emarketer 2014

MAIN USES

76%

Social Networks

45%

Instant Messaging

42%

Information Search

Source : eMarketer, 2013

INDONESIA KEY FACTS



INDONESIAN PEOPLE ARE SOCIAL FREAKS



The use of social media to facilitate ecommerce is a big chance for any consumer-driven business to think about before coming to Indonesia.

INDONESIA KEY FACTS

Prospects for future growth
are still exceedingly strong



INDONESIA KEY FACTS

Growth driven by **Middle Class Spending, Cheap Smartphones & Affordable Internet**



ONLINE SHOPPING

Advantages

- ❖ Faster buying/selling procedure, as well as easy to find products.
- ❖ Buying/selling 24/7.
- ❖ More reach to customers, there is no theoretical geographic limitations.
- ❖ Low operational costs and better quality of services.
- ❖ Customers can easily select products from different providers without moving around physically.

Disadvantages

- ❖ Any one, good or bad, can easily start a business. And there are many bad sites which eat up customers' money.
- ❖ There is no guarantee of product quality.
- ❖ Mechanical failures can cause unpredictable effects on the total processes.

ONLINE SHOPPING

Trust is No.1 issue in online shopping in Indonesia

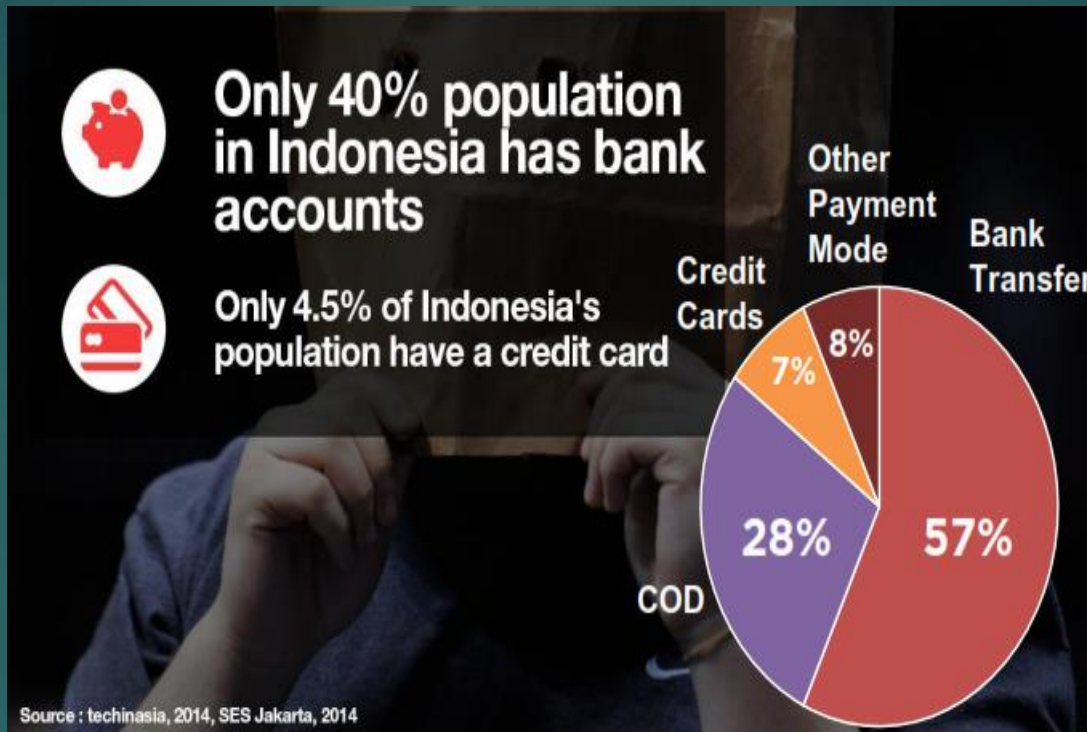


Source: APJII, Indonesian Internet Profile, Dec 2012

E-COMMERCE PLAYERS

B2C Marketplaces	B2C Multi-brand Retailers	B2C Private Sales & Daily deals	C2C Marketplaces & Classifieds
     	       	  	     

INDONESIA CHALLENGES



Bank Transfer and COD
still dominant as a payment method

INDONESIA CHALLENGES

Archipelago Country needs Good |
LOGISTIC SERVICES



logistic services in
Indonesia



E-COMMERCE LOGISTICS CHALLENGES

❖ FULFILLMENT

- ✓ INBOUND QC
- ✓ INVENTORY
- ✓ PICK
- ✓ PACK
- ✓ WAREHOUSE MANAGEMENT SYSTEM
- ✓ CROSS DOCK

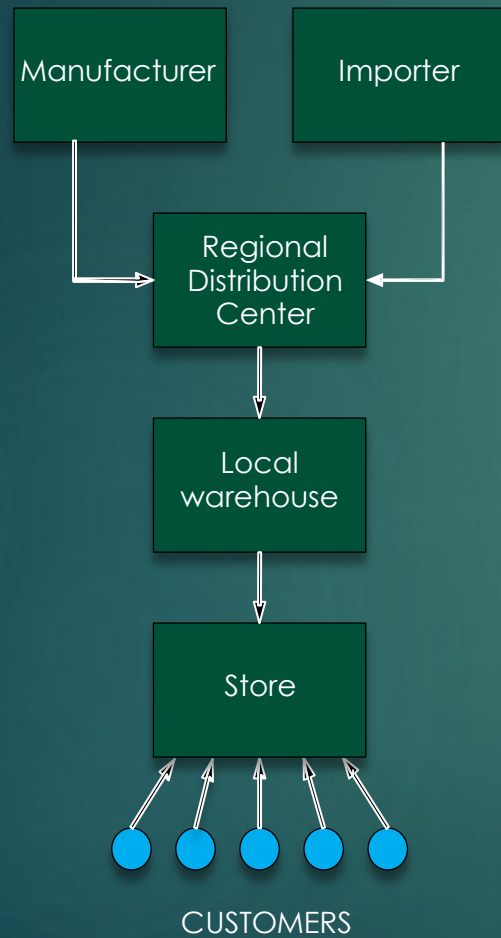
❖ LAST MILE DELIVERY

- ✓ NETWORK
- ✓ DELIVERY LEAD TIME
- ✓ TRACKING & TRACING
- ✓ COD CAPABILITY
- ✓ SYSTEM INTEGRATION

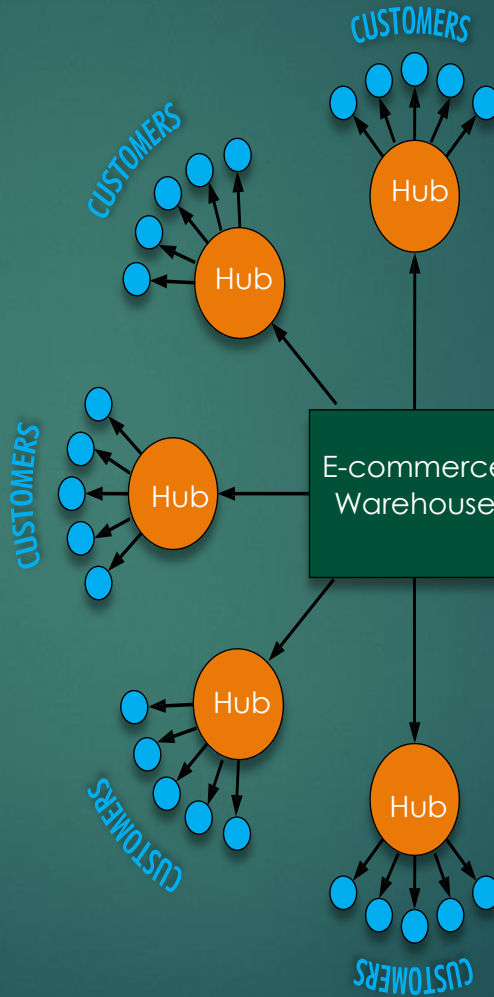
❖ REVERSE LOGISTICS

- ✓ RETURN MANAGEMENT
- ✓ SHIPPING POINT

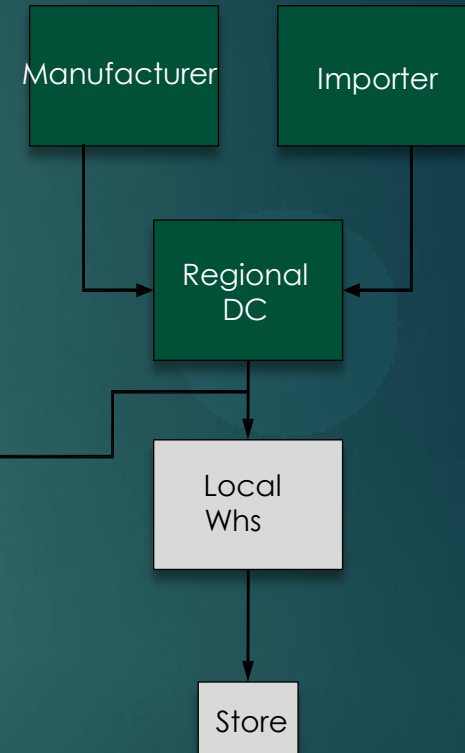
E-COMMERCE SUPPLY CHAIN



Offline



Online



E-COMMERCE LOGISTICS GOALS

On Time
Delivery

No Damage

No Missing

Access to
Tracking and
Tracing by
Customer

Delivery
Milestone
Update

Inventory
Accuracy

FIFO

IT integrated
Order
Management
System

High
Productivity



THANK YOU