

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

HOTEL NOVOTEL BANDUNG  
SABTU, 5 SEPTEMBER 2015

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# **KESIAPAN PERUSAHAAN KURIR DAN LOGISTIK DALAM MENGELOLA BISNIS E-COMMERCE**

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PT Pos Logistik Indonesia

SEMINAR "E-COMMERCE: TANTANGAN DAN PELUANG BARU  
BISNIS TRANSPORTASI DAN LOGISTIK"  
HOTEL NOVOTEL BANDUNG, 5 SEPTEMBER 2015

We are in the  
**FAST LANE**  
Constantly





# E-commerce

Perdagangan elektronik (Electronic Commercial) atau e-commerce adalah transaksi jual beli yang di lakukan secara electronic baik melalui televisi, internet baik melalui komputer ataupun smart phone.



The new and easy way to shop with lot's of options, cheaper price without have to think about how it will come to my door step and so on. –*Yan Hendry Jauwena*

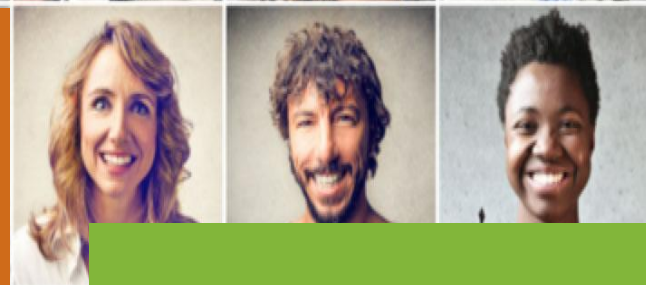


Pick up (Collecting)	Processing (Warehousing)	Transporting (Transport)	Delivery (Last Mile)
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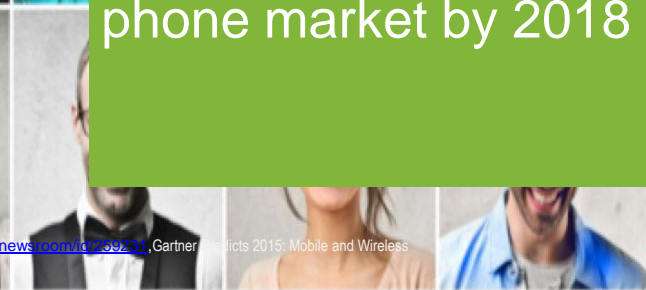
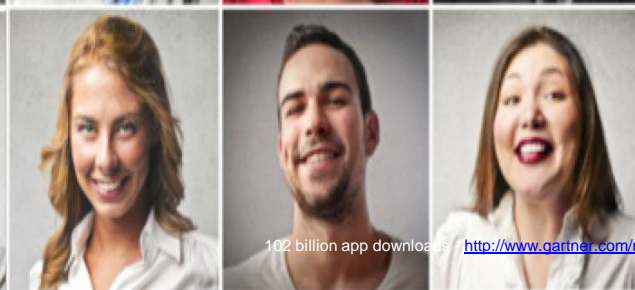
People check their  
phones on average **150**  
times a day



102 + Billion expected  
mobile app downloads



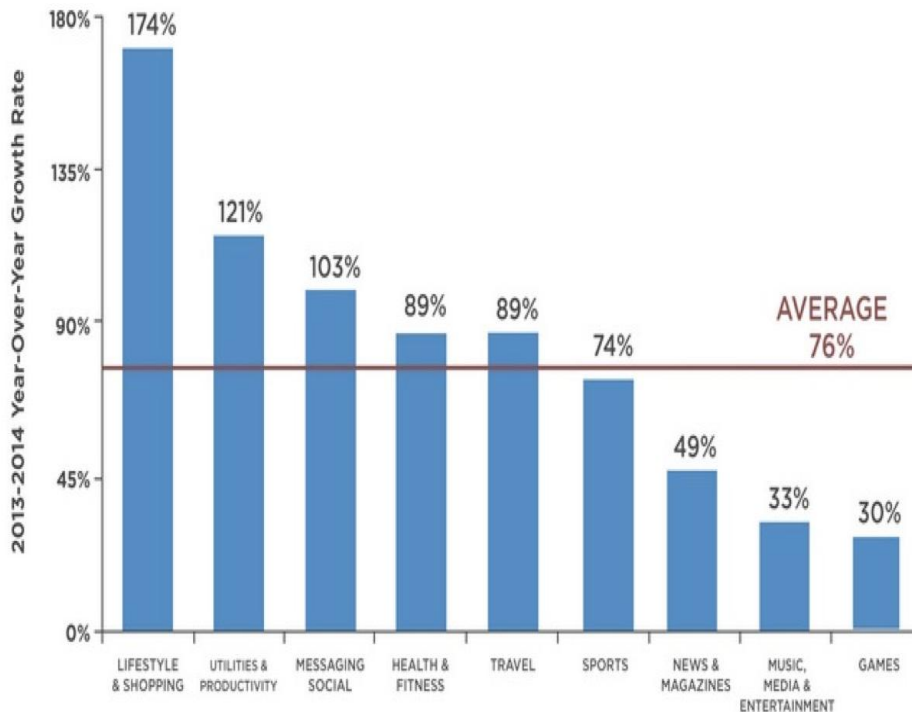
Worldwide  
smartphones will grow  
to 91% of the mobile  
phone market by 2018



# The stunning growth of mobile app usage

Mobile Use Grows 76% in 2014

## Mobile Use Grows 76% Year-Over-Year (Sessions)



Note: Refers to app sessions.











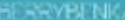






- Mobile app usage grew a stunning 76% in 2014.
- The biggest mobile app use growth was in the categories of
  - **Lifestyle/Shopping (174%),**
  - Utilities/Productivity (121%)
  - Messaging/Social Media (103%)



# In General



# E-Commerce Map (SEA)

By Country	B2C Marketplaces	B2C Multi-Brand Retailers	B2C Private Sales & Daily Deals	C2C Marketplaces & Classifieds
Singapore	   	      	   	    
Thailand	     	       	    	     
Indonesia	      	       	  	     
Philippines	    	     	    	   

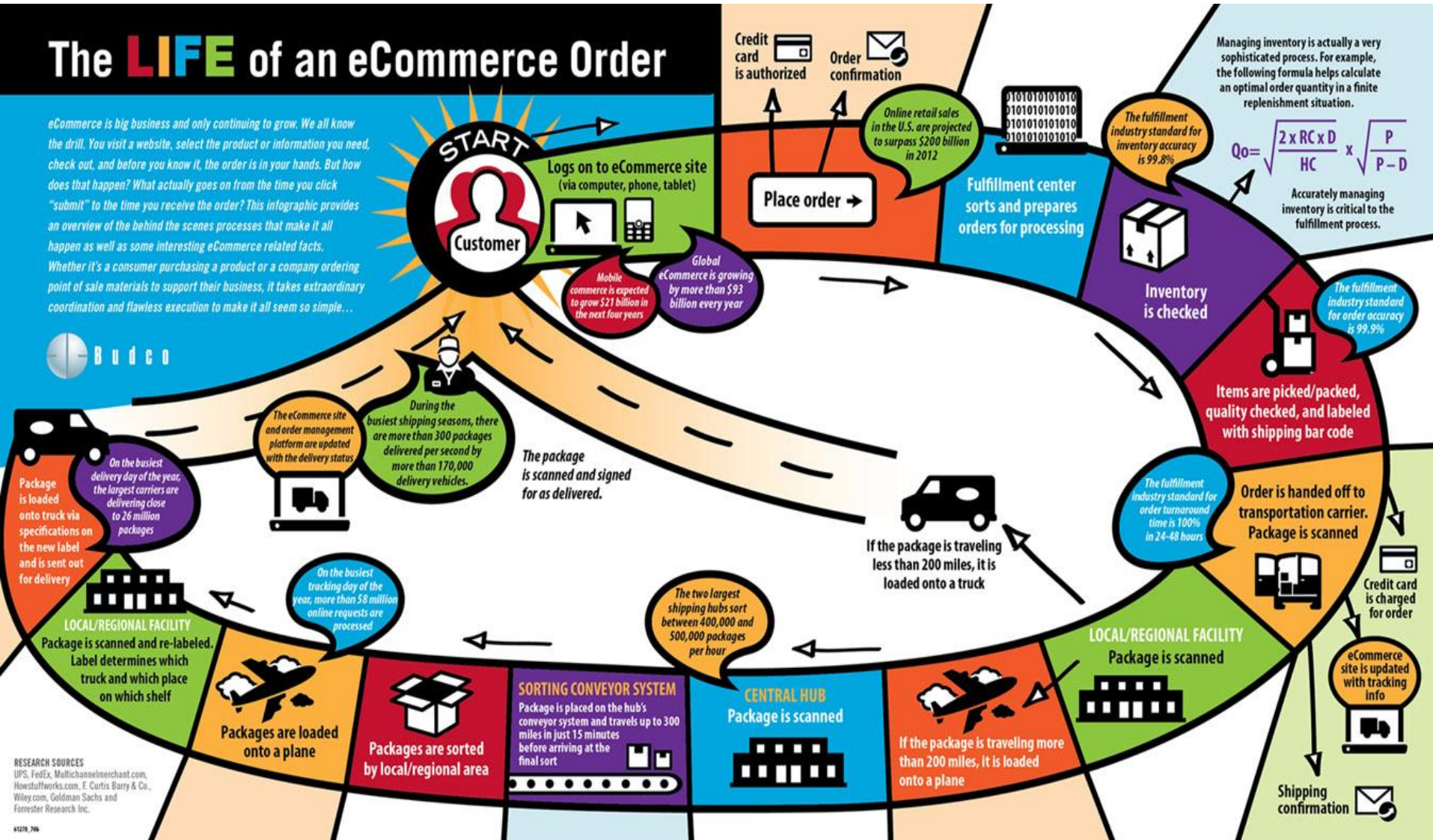
Source: acommerce2014



# E-commerce LIFE cycle

## The LIFE of an eCommerce Order

eCommerce is big business and only continuing to grow. We all know the drill. You visit a website, select the product or information you need, check out, and before you know it, the order is in your hands. But how does that happen? What actually goes on from the time you click "submit" to the time you receive the order? This infographic provides an overview of the behind the scenes processes that make it all happen as well as some interesting eCommerce related facts. Whether it's a consumer purchasing a product or a company ordering point of sale materials to support their business, it takes extraordinary coordination and flawless execution to make it all seem so simple...



Source: Iggntion, 2015



# Warehouse





# Fulfillment Center







# DELIVERY

# Systems & Technology

- Warehouse Management System
- Transport Management System
- Inventory Management System
- Order Management System
- Tracking System

## Value Add Services:

- Quality assurance and compliance
- Kitting and assembly system

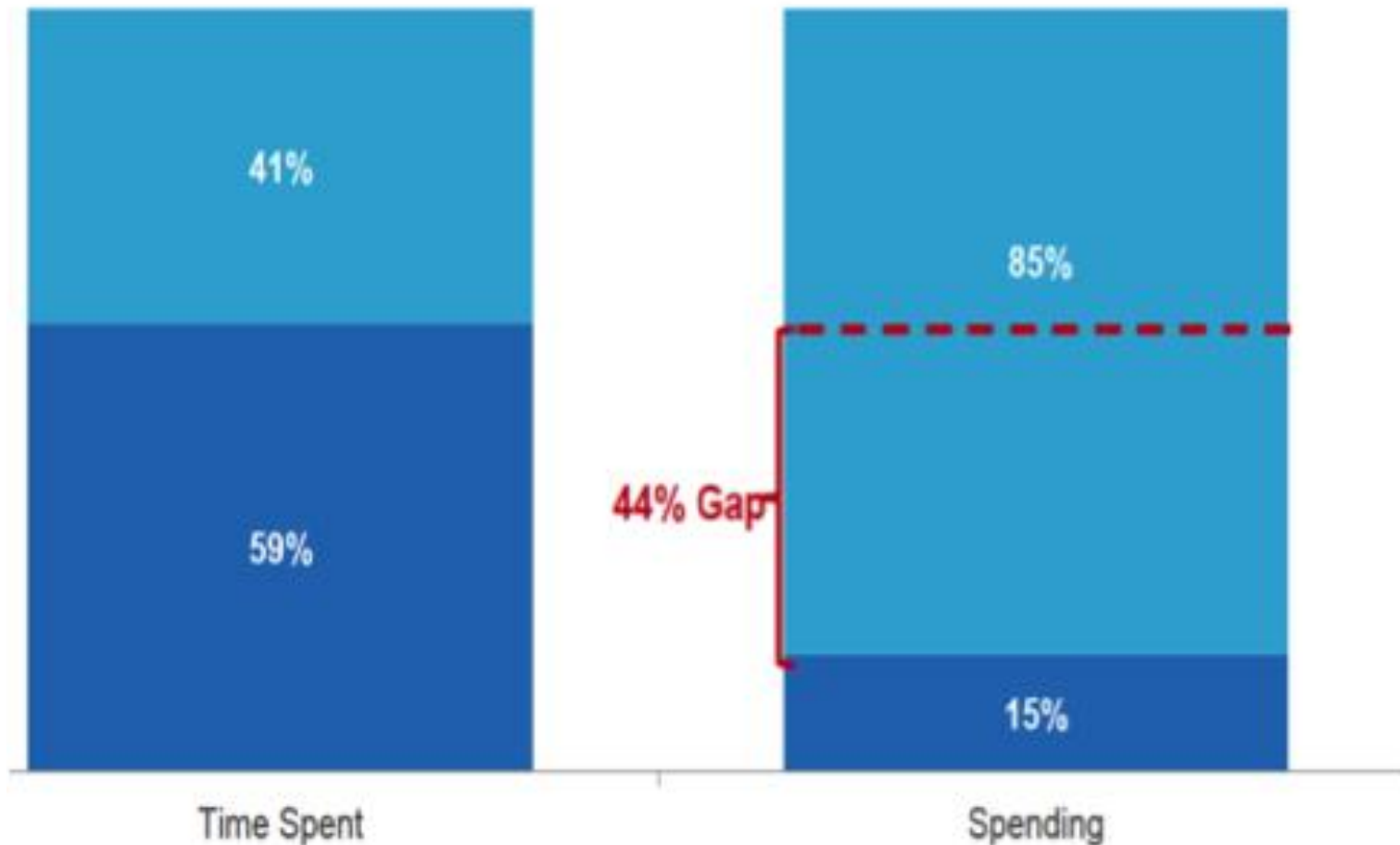
Important keywords: **IT**  
**Integration**



# People shopping on the phone.

M-Commerce Monetization Gap: Share of Retail Time Spent vs. Spending by Platform

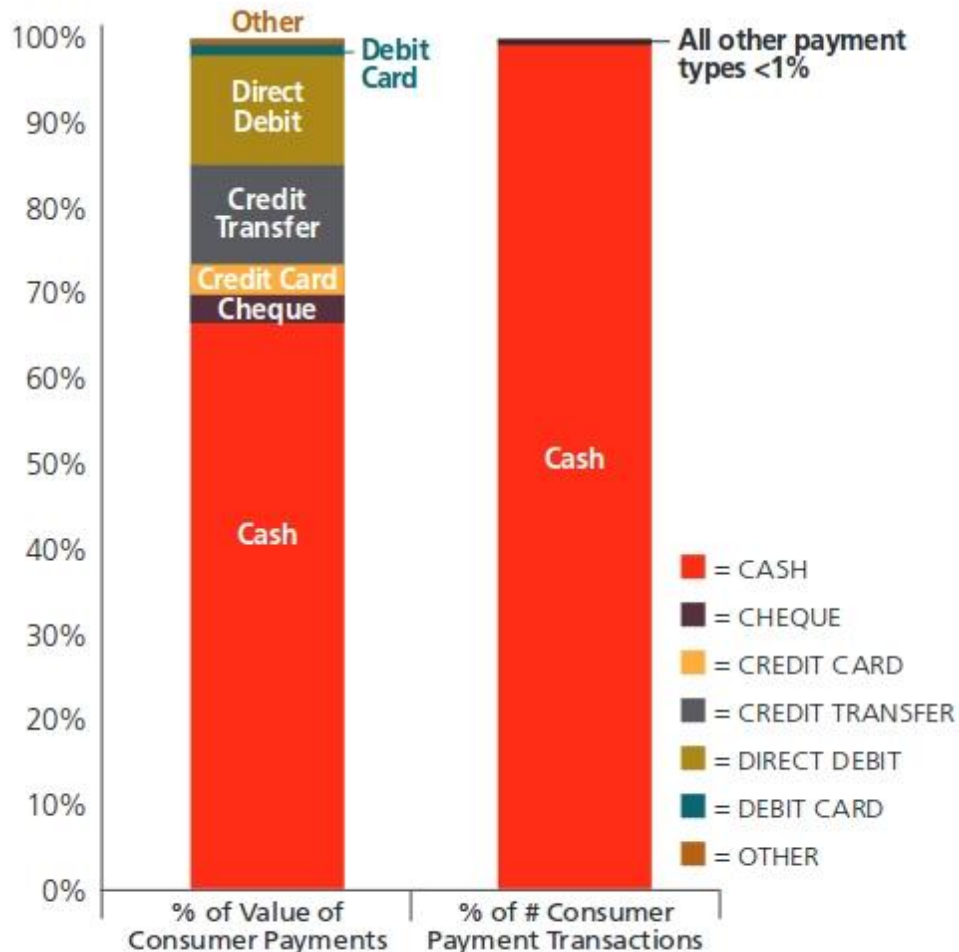
Source: comScore Media Metrix MP and m-Commercele-Commerce, Q1 2015





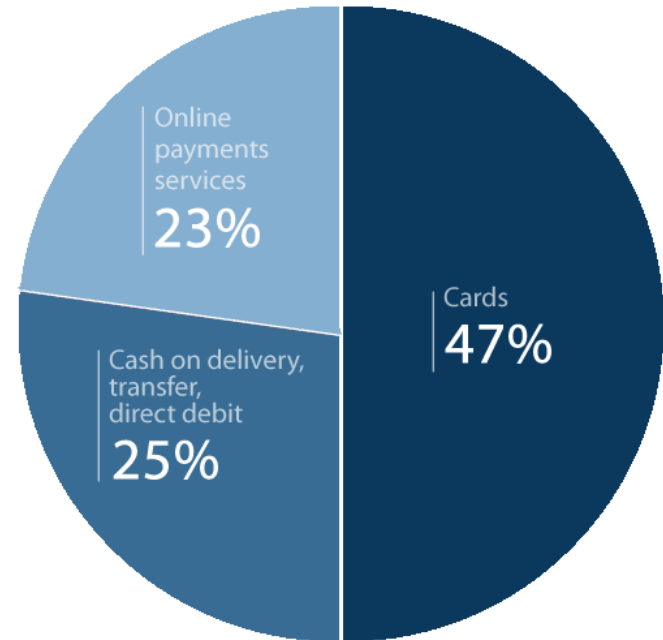
## Payment Scenario in Indonesia

**Mix of Consumer Payment Instruments**  
(Value and Number of Transactions)

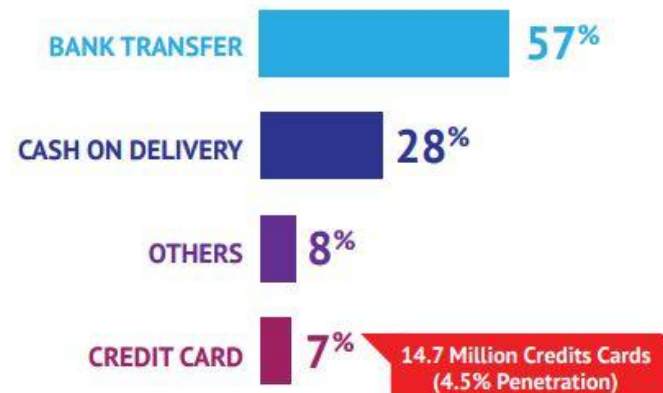


Source: Matstercard

## Payments Preference on the Internet



Breakdown Of Payment Methods in Indonesia (2013)



Source: kompassurvey, 2013

# PAYMENT SYSTEMS

## STRATEGY AND MODERNIZATION

**POS2Pay**

**1 post 2 pay all**

Cash | CC Fraud Free | **3600**  
**Post Offices On Line**



# Reverse Logistics

- Customer support
- Physical movement of goods
- Warehousing
- Triage
- Repair
- After Sales Support



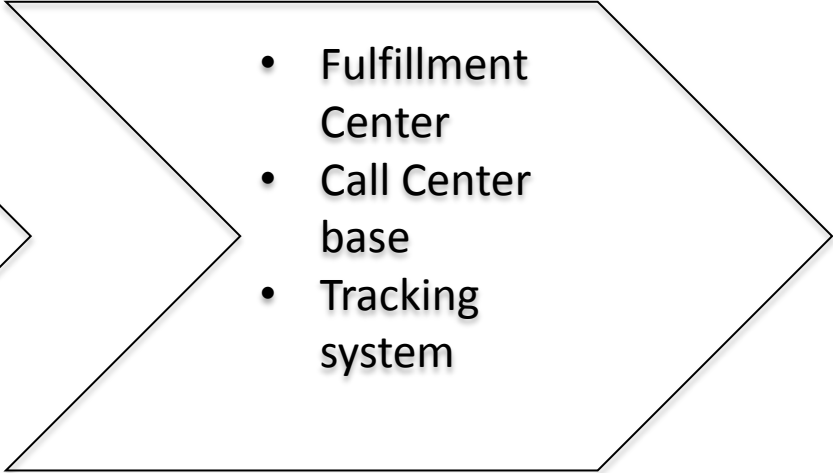
Reverse logistics are often more time sensitive than getting the goods to the customer in the first place. This is because of the risk of the obsolescence (Keusangan).



# Rework The Strategy

NEW Business Process, shifting from:

- 
- Conventional Warehousing
  - Customer Service base
  - Tracking shipments

- 
- Fulfillment Center
  - Call Center base
  - Tracking system

Eliminate manual process as much as we can

E-COMMERCE  
SYSTEMS  
&  
PROGRAMS



**API**  
**(IT Integration)**

3PL SERVICE  
PROVIDERS  
SYSTEMS  
&  
PROGRAMS

# Innovations



**Business Process, Business Model & Innovative collaboration.**



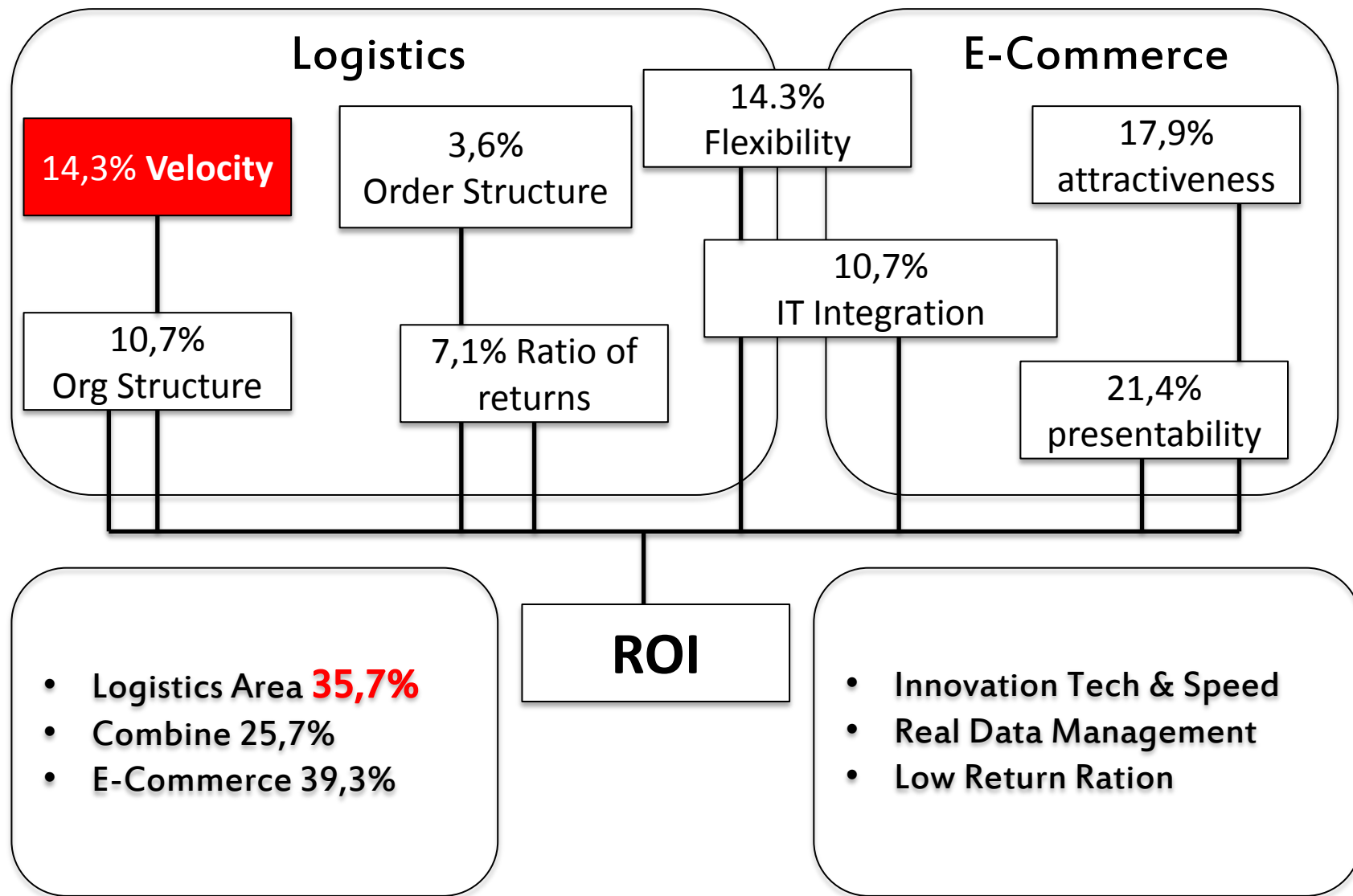
**Technology Innovation.**

**Don't just create mobile app, create **mobile strategy**.**



**Finance & Investment strategy.**

# Key Success Factor







If you make customers unhappy in the physical world, they might each tell

**6 friends.**

If you make customers unhappy on the Internet, they can each tell

**6000 friends.**

- Jeff Bezos, Founder & CEO  
**amazon.com**

Hatur Nuhun!

