



“from Indonesia to Southeast Asia”

IT'S 2025!

ARE YOU LOOKING FOR NEW WAYS TO GROW YOUR BUSINESS THIS YEAR?

Bagaimana dengan melakukan ekspansi ke negara tetangga? Kedekatan Indonesia dengan negara tetangga dapat memberikan benefit, seperti pengiriman yang membutuhkan waktu lebih sedikit, biaya pengiriman lebih murah, dan kemudahan *management of returns* dari paket atau barang yang mengalami kendala.

Memang, tidak semudah kata-kata. Sekarang, mari lihat bagaimana bisnis di negara lain seperti Singapura dan Malaysia.



**WE KNOW TURNING
PIXELS INTO PARCELS
IS TOUGH.**

Dan kenyataannya, barang yang dibeli tetap harus sampai secara fisik ke tangan pembeli untuk menyelesaikan suatu siklus pembelian secara online.

Jadi, sekarang mari kita mulai dengan pembahasan mengenai pergerakan barang yang dibeli, yaitu logistik. Pergerakan barang sering disebut dengan supply chain. Tujuan Supply Chain adalah menghadirkan sebuah produk di tangan pembeli, entah itu sepatu baru, smartphone canggih, atau camilan lezat.

JENIS SUPPLY CHAIN APA YANG DIGUNAKAN PENJUAL UKM?

Ada 3 tipe supply chain model yang dapat digunakan oleh UMKM untuk mengirimkan barang dari Indonesia ke negara tujuan:



Source + Production + Local Fulfillment

Memulai dari awal di negara yang dituju. Whole set-up dari mulai produksi, penjualan, hingga operasional.



Bulk Shipping + Local Fulfillment

Kirim barang hasil produksi dalam jumlah besar dari Indonesia ke negara tujuan. Lalu gunakan warehouse fulfillment untuk membantu penyimpanan dan pengiriman barang ke pembeli di negara tujuan.



Direct-To-Customer

Kirim langsung dari Indonesia ke pembeli di negara tujuan.

**Out of the 3 supply chain models,
Direct-To-Customer is the best way
for you to test the waters in your
desired destination country.**

If it doesn't work?

setidaknya kamu sudah mencoba dengan risiko dan biaya yang minimal. Kamu bahkan bisa mencoba peruntungan di negara-negara lain di Asia Tenggara.



But if it works

Congratulations – setidaknya kamu sudah mencoba – dengan risiko dan biaya yang minimal. Kamu bahkan bisa memperluas pasar kamu di negara-negara lain di Asia Tenggara.





**“ Apakah pembeli
online di luar
Indonesia mau
membeli barang
dari Indonesia? ”**



Methodology

Bekerja sama dengan *market research firm Milieu Insight*, Ninja Xpress surveyed 1,200 Southeast Asian e-commerce shoppers, ensuring their confidentiality under data privacy protection laws.



Coverage: SG, MY, ID, PH, TH, VN



Sample size: N=200 per market (Total, N=1200)



Fieldwork period: 11 Oct 2024 – 4 Nov 2024



Length of survey: 12 questions

1

Dari negara *southeast asia* dibawah ini, Darimana kamu akan membeli suatu barang (selain dari negara kamu sendiri)?

SEA Brand Purchase Consideration Total Sample, N=1200	 200	 200	 200	 200	 200	 200
Singapore	–	61% ▲	46%	68% ▲	68% ▲	57% ▲
Malaysia	67% ▲	–	41%	46% ▲	42%	28% ▼
Indonesia	43% ▲	45% ▲	–	44% ▲	31%	31%
Philippines	26% ▲	21%	9% ▼	–	25% ▲	25% ▲
Thailand	65% ▲	58% ▲	37% ▼	65% ▲	–	64% ▲
Vietnam	45% ▲	31%	19% ▼	48% ▲	54% ▲	–
None of the above	7%	5%	14% ▲	3%	6%	6%

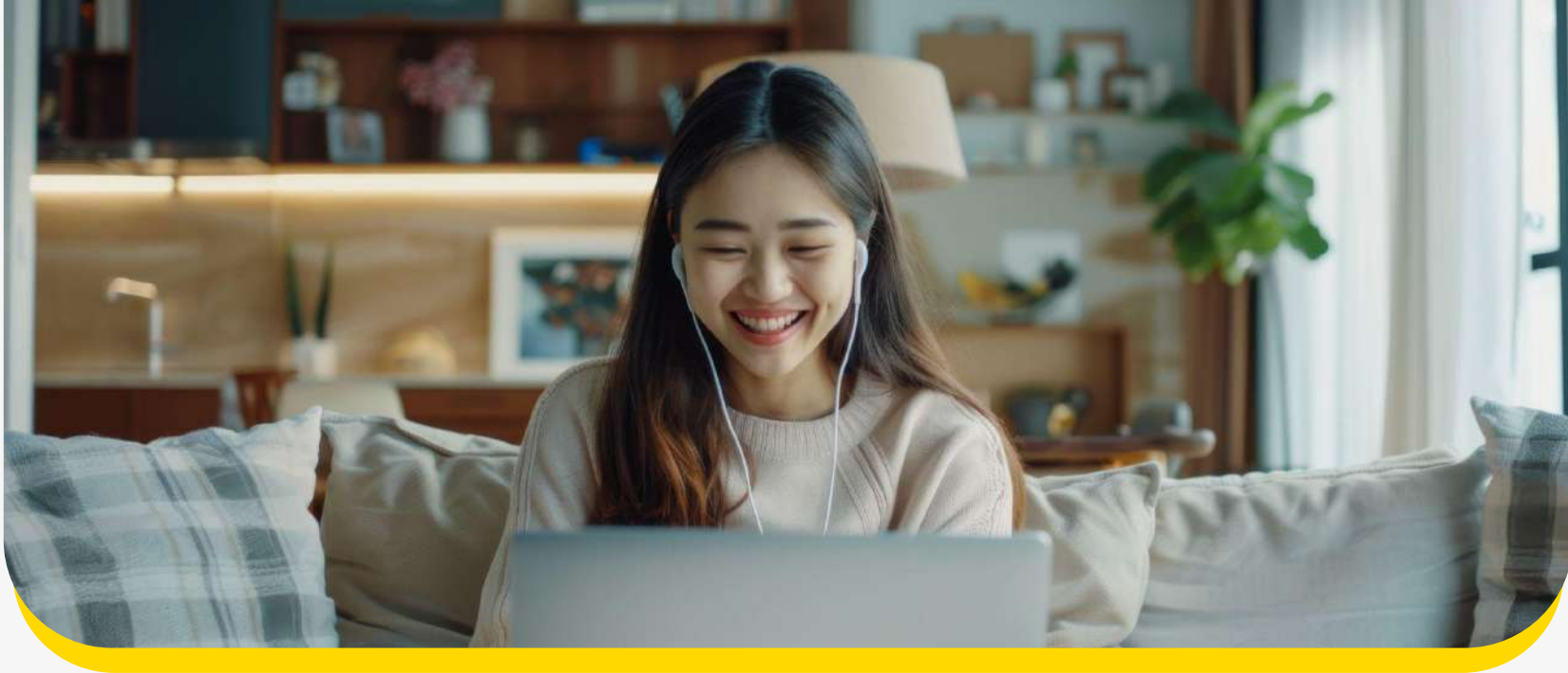
WE FOUND THAT SOUTHEAST ASIANS DO LIKE NEIGHBOURING BRANDS!

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WE FOUND THAT SOUTHEAST ASIANS DO LIKE NEIGHBOURING BRANDS!



Aside from Indonesians, shoppers across the rest of Southeast Asia generally have favourable opinions of their neighbours' brands, suggesting a strong likelihood of purchasing from the region.



#DidYouKnow bahwa peraturan impor Indonesia yang ketat membuat sebagian besar bisnis e-commerce menghentikan impor ke Indonesia? Selain itu, menjual ke pasar Indonesia juga punya tantangannya sendiri. Hasil survei terbaru dari Ninja Xpress menunjukkan bahwa minat orang Indonesia untuk berbelanja dari negara tetangga cukup rendah!

2

Barang apa yang kamu beli dari luar negeri?

47%

Food & Beverage



68%

Fashion & Accessories



46%

Health & Beauty



2

1

3



3

Selain harga, apa yang membuat kamu membeli barang dari luar negeri?

39%

cited **“unique products that can’t be found in my own country”** as a reason why they want to buy from other Southeast Asian brands.

34%

cited **“quality craftsmanship”** as a reason why they want to buy from other Southeast Asian brands.



Branding preferences are quite varied Among shoppers.

Preferred branding for SEA brand products
Total Sample, N=1200

Eco-friendly / Sustainable 34%

Southeast Asian Culture 31%

Korea / Japanese 29%

In Malaysia, the shoppers lean more towards Korean and Japanese-inspired aesthetics.



4

Darimana kamu membeli barang tersebut?

82% of pembeli di southeast Asians belanja dari negara tetangga melalui platform seperti Tiktok shop, Lazada, dan Shopee

Namun, kita semua tahu bahwa komisi yang diambil oleh platform-platform ini semakin meningkat. Itulah sentimen yang disoroti dalam Laporan SEA e-Conomy SEA Report 2024 terbaru dari Google, Temasek, dan Bain e-Conomy 2024 karena platform bersaing untuk mendapatkan keuntungan.

Bagaimana bisnis dapat mengurangi ketergantungan pada ekosistem marketplace?



Dari hasil riset kami sebelumnya, Apakah yang digunakan pembeli online untuk berbelanja (Selain di marketplace)?

51% Melalui **social media platforms**,

39% melalui **official brand websites**.

These two channels are critical for you to gradually reduce reliance on marketplaces and transition to a more mature and sustainable e-commerce model.



#DidYouKnow that the Google, Temasek, and Bain e-Conomy SEA Report 2024 also found that e-commerce is fuelled by video commerce? Find out how to get behind that trend in Suara UKM Negeri: [Live Selling and Social Commerce](#).



**“ Bagaimana
menjangkau
pembeli online
dari Singapura
dan Malaysia? ”**



**YOU'VE HEARD
IT BEFORE...**

Negara-negara Asia Tenggara mungkin dekat secara geografis, tetapi setiap negara di Asia Tenggara memiliki keunikan tersendiri, begitu pula para pembelinya. UKM perlu memahami pembeli online dan menyesuaikan pengalaman berbelanja dengan perilaku mereka. Ini bukan hanya tentang produk dan brand UKM; ini tentang mendapatkan kepercayaan mereka. Di era penipuan dan kecurangan, bagaimana UKM meyakinkan pembeli bahwa UKM tersebut dapat dipercaya?

Digital Marketing 101



CPXi Asia

How Can Your Brand Drive Sales?



Enter digital marketing and trust-building

While we at Ninja Van are not experts in these areas, we've got friends who are. We tapped into their expertise to uncover how these strategies can be done effectively. We also gather some tips from the survey:

Dari hasil survey , ditemukan 10 hal yang dapat **membantu UKM mendapatkan pembeli dari luar negeri**



Review your Google Analytics data:

Check if you already have visitors from other countries.

This can provide clues about where demand might be strongest, helping you identify potential target markets for expansion.



Research local competitors:

Go into “stalker mode” and investigate a few local competitors in your target country. Analyse their marketing and pricing strategies, make purchases from them, and identify ways to differentiate and outshine them.



Leverage cultural and market fit:

If you offer products like Muslimah fashion, Indonesia and Malaysia are ideal target markets, given the high demand and cultural fit in these regions.



Consider a strategic entry point:

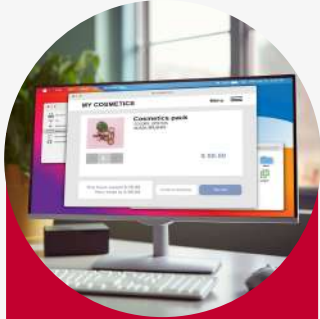
For example, Malaysia could be a useful stepping stone to **Indonesia** due to linguistic similarities, allowing you to establish a base before expanding further.



Focus on your best sellers:

Start with your most popular and easiest-to-ship products to test the waters in the new destination country. Once you've gained enough traction and gathered sufficient data, you can then confidently expand your product range and scale further.

10 Tips and tricks that we gathered from observing some of our 105,000 cross-border shippers



Keep your website light:

Optimise for lower internet speeds, as connectivity quality varies across Southeast Asia. A well-optimised site ensures smooth scaling and seamless user experiences, no matter which country you expand to.



Ensure your website is mobile-responsive:

Your website should adapt seamlessly to any device it's viewed on. This guarantees a consistent and user-friendly experience, regardless of the platform shoppers use.



Be accessible through preferred communication channels:

Ensure you're reachable via the communication channels that your target market prefers. Allocate dedicated customer service personnel to handle inquiries as it'll surely help to boost their overall shipping experience.



Offer free international shipping:

Free shipping can be a major motivator for overseas customers. Research shows 68% of global shoppers are more likely to buy when shipping is free. You can drive more conversions simply by subtly adjusting product prices to absorb shipping costs, setting minimum purchase thresholds, or targeting free shipping offers to high-potential regions or products.



Offer convenient payment methods:

Think Google Pay and Apple Pay, or any option that simplifies the purchasing process for your shoppers.

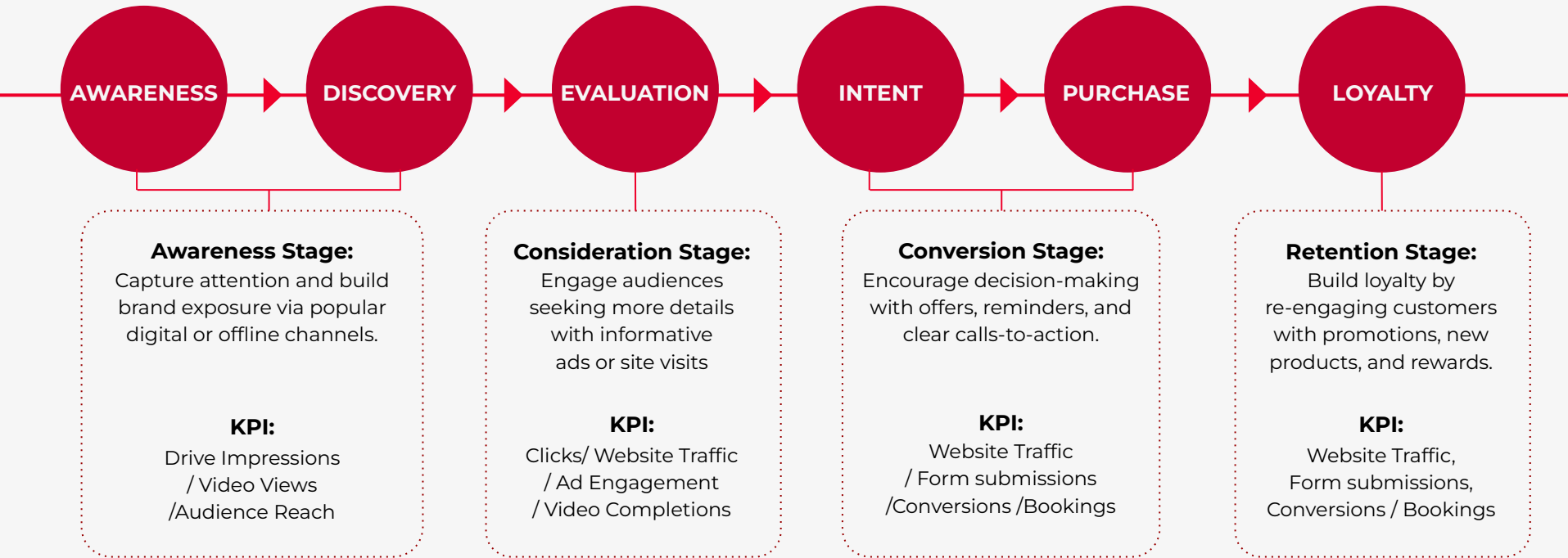


DIGITAL MARKETING 101

BEGINNING YOUR DIGITAL MARKETING JOURNEY

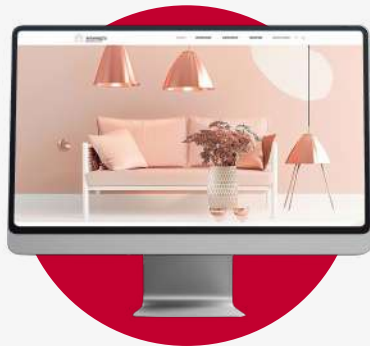
FULL FUNNEL APPROACH

Guide your customers down the journey



BEGINNING YOUR DIGITAL MARKETING JOURNEY

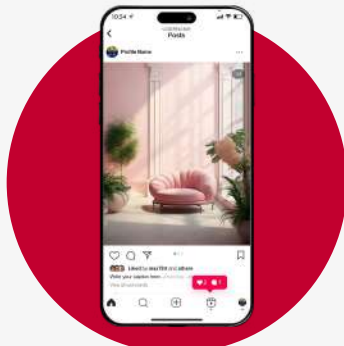
Fundamental digital infrastructure you should start to build up



Build Your Official Website

Use DIY tools such as Wix, Wordpress or Shopify to create your website.

- Highlight key products, unique selling points and essential details.
- Mention keywords relevant to your products that can help in your SEO (Search Engine Optimizations).
- Add a shopping feature for direct checkout, if possible.



Official Social Media Account

Post regularly about products, services, testimonials and other valuable info.

- Manage comments and reply to messages for feedback and FAQs.
- Use User-Generated Content (UGC) to engage followers.
- Keep a consistent brand voice and visual style.



Build Up Resource Bank

Archive photos and videos of your star products or services.

- Collect and use customer reviews with permission.
- Record behind-the-scenes content or event footage.
- Use these resources for website, social media, ads and other marketing efforts.

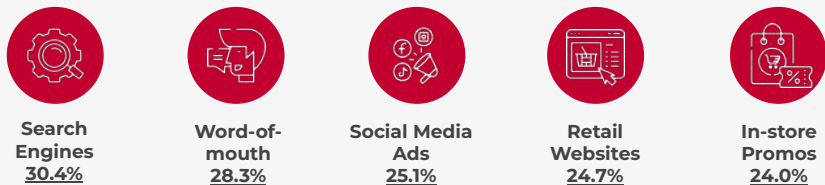


MARKET'S LANDSCAPE

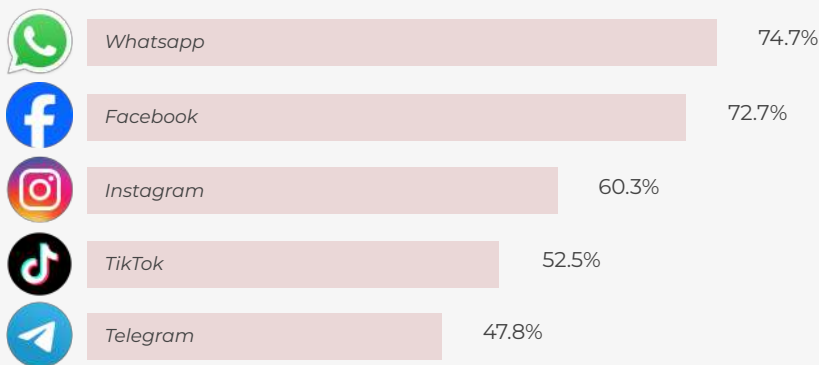
DIGITAL MEDIA USAGE IN SINGAPORE

Language usage for E-commerce: 91% English.
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

Brand Discovery



Most used Social Media Platforms



Top E-Commerce Platforms



Seasonality & Shopping Trends

Significant Holidays

- Lunar New Year - Jan to Feb
 - Most shops will be closed on the first day.
 - This is celebrated by Chinese communities for up to 2 weeks.
- Christmas to New Year's Day - Dec to Jan
 - Popular period of time for travel.
- School Holidays - Jun & Dec
 - Popular period of time for travel, especially for parents with kids aged <17.

Promotional Periods

- Festive periods - Christmas & Lunar New Year
- Double-digit Sales - 10.10, 11.11, etc
 - Some e-commerce platforms run these promotions every month.
- The Great Singapore Sale - Jun to Aug
- Black Friday & Cyber Monday - End Nov

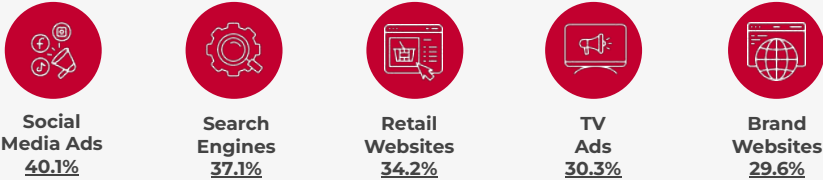
Actionable Insights

- Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
- Encourage word-of-mouth referrals by implementing a customer referral program.
- Run targeted ads on Instagram and TikTok to reach younger Singaporean audiences.
- Align promotions with the above promotional periods, considering your nature of business.
- List products on the top e-commerce platforms in Singapore as well as retail websites to maximize reach.

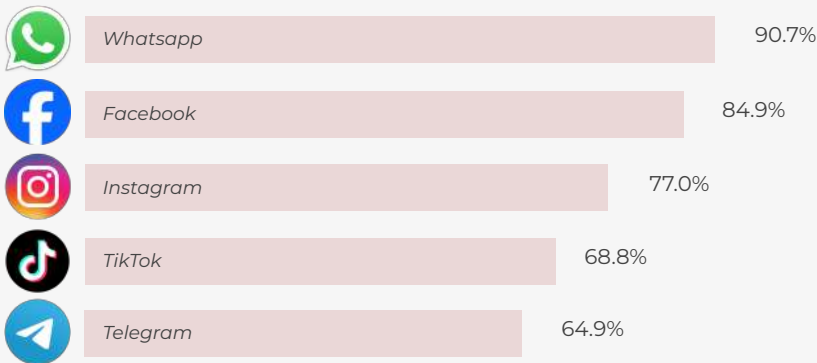
DIGITAL MEDIA USAGE IN MALAYSIA

Language usage for E-commerce: 83% English.
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

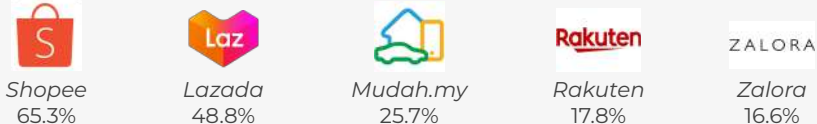
Brand Discovery



Most used Social Media Platforms



Top E-Commerce Platforms



Seasonality & Shopping Trends

Significant Holidays

- Lunar New Year - Jan to Feb
 - Most shops will be closed on the first day.
 - This is celebrated by Chinese communities for up to 2 weeks.
- Christmas to New Year's Day - Dec to Jan
 - Popular period of time for travel.
- Hari Raya Aidil Fitri - Apr
 - This is celebrated by Muslim communities.

Promotional Periods

- Festive periods - Christmas, Lunar New Year & Hari Raya Aidil Fitri
- Double-digit Sales - 10.10, 11.11, etc
 - Some e-commerce platforms run these promotions every month.
- MYCyberSALE - Sep or Oct
- Black Friday & Cyber Monday - End Nov

Actionable Insights

- Invest in social media ads as they are the top method for brand discovery, especially on Facebook, and Instagram.
- Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
- List products on the top e-commerce platforms in Malaysia and retail websites to maximize reach.
- Run TV ads and create your own website as additional brand discovery channels to reach a broader audience.
- Align promotions with the above promotional periods, considering your nature of business.

A man in a dark suit stands with his back to the camera, looking out a large window. The view outside shows a city skyline at sunset, with a river and trees in the foreground. The sky is filled with colorful clouds in shades of orange, pink, and blue. The building's glass facade reflects the sunset colors.

“Apa selanjutnya?”

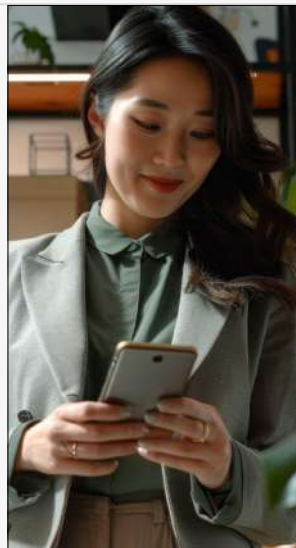
Key takeaway and next step (research)

DO FIRST



Conduct market research about your industry(s)

- Gunakan sumber daya online untuk menjelajahi produk yang relevan di target pasar Anda.
- Pahami pola konsumsi audiens Anda.
- Analisis situs web pesaing, media sosial, ulasan, dan promosi.



Learn about key channels in your target market(s)

- Teliti media sosial dan platform e-commerce utama.
- Bereksperimenlah dengan berbagai saluran untuk menemukan yang terbaik untuk periklanan, promosi, dan komunikasi.
- Jelajahi metode pembayaran dan opsi pengiriman untuk meningkatkan pengalaman pelanggan.

IF CAN

Build up your community

Buat komunitas yang aktif pelanggan atau pengikut melalui grup obrolan untuk melibatkan pelanggan dengan lebih baik.

Collect customer data to build your database

Basis data memungkinkan Anda untuk melakukan pemasaran yang dipersonalisasi, memberikan wawasan tentang preferensi pelanggan.

Explore affiliate marketing

Siapkan program afiliasi di mana orang lain mempromosikan produk Anda untuk mendapatkan komisi. Khusus untuk agen lokal agen lokal di pasar baru.

Key takeaway and next step (branding)

DO FIRST



Start building your digital presence

- Siapkan akun media sosial resmi dan posting secara teratur.
- Buat dan kelola situs web dengan informasi utama dan sorotan produk.
- Kembangkan branding yang konsisten, termasuk logo, warna tema, dan nada.



Design and estimate your marketing budget

- Tetapkan anggaran yang jelas berdasarkan target pengembalian dan saluran utama.
- Pertimbangkan biaya untuk pengembangan situs web, media sosial, iklan berbayar, dan pembuatan konten.
- Alokasikan anggaran berdasarkan saluran berdasarkan prioritas atau hasil yang diharapkan.

IF CAN

Consult a digital marketing specialist

Mintalah saran ahli untuk merencanakan strategi masuk yang efektif, terutama di pasar baru

Monitor and analyse performance

Melacak upaya pemasaran digital Anda untuk memahami apa yang berhasil dan apa yang tidak.

Implement retargeting campaigns

Libatkan kembali pengunjung situs web yang tidak melakukan konversi pada kunjungan mereka. Tawarkan diskon atau produk baru untuk menarik mereka kembali.

TAP INTO LOCAL RHYTHMS, CREATE CONNECTIONS - LIKE A LOCAL

Setiap pasar menari dengan iramanya sendiri. Sesuaikan Anda agar sesuai dengan selera lokal, dan saksikan dampak Anda tumbuh di tempat yang benar-benar penting.

Bagaimana Branding mempengaruhi pendirian dari pembeli online?



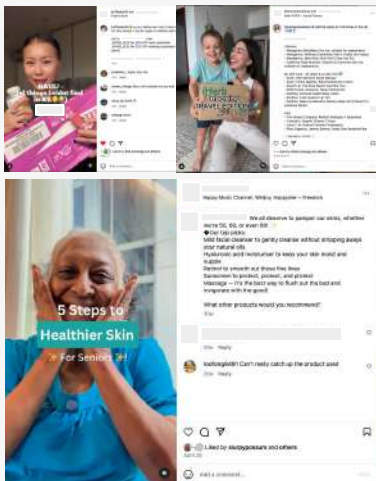
Bagaimana kami membantu Anda meningkatkan merek Anda secara lokal?

- Kenali audiens Anda luar dalam: pemindaian etnografi, mendengarkan secara sosial, survei kuantitatif, kelompok fokus khusus
- Membuat pesan yang tepat sasaran: Strategi komunikasi yang disesuaikan yang tepat sasaran-sejalan dengan isyarat budaya, kebiasaan berbelanja, dan tren.
- Tetap menjadi yang terdepan: Beradaptasi dengan cepat terhadap perubahan permintaan, hukum setempat, dan tren pasar yang sedang berkembang.



How Can Your Brand Drive Sales?

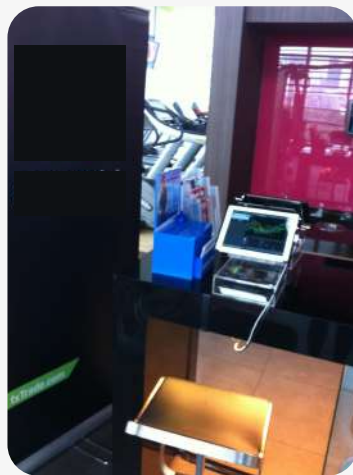
NEXT, DRIVE AWARENESS, AVAILABILITY AND INTEREST OF YOUR BRAND



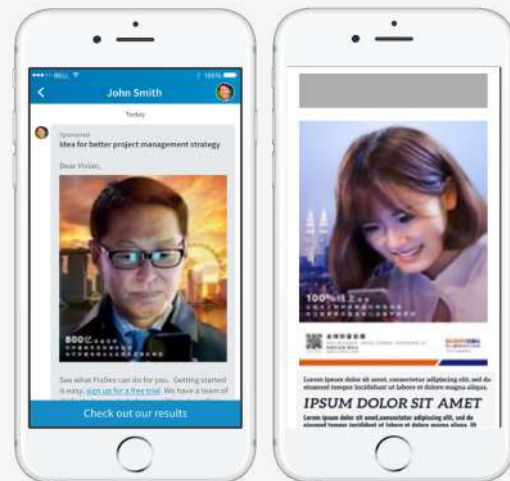
Social media /
influencer advertising



Gamification
advertising



Location-based
advertising



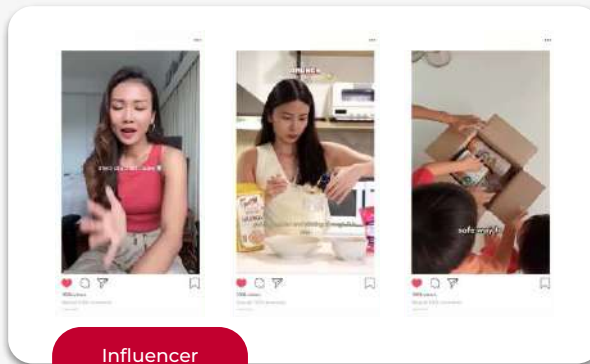
Email marketing and
web advertising

Getting your brand into the minds of your customer is key to strengthen your competitive edge! Providing your customers with the opportunity to get to know and to desire your brand can be done through different platforms in different markets. Enlisting expert support with local knowledge can help optimise your digital and traditional media strategy.

ENSURE A SEAMLESS BRAND EXPERIENCE FROM ONLINE TO OFFLINE BECAUSE PURCHASING IS A JOURNEY.



PR Stunt, Media and
Influencer Activations



Influencer
Engagement



Live Streaming, pop up, sampling,
creative media drops

This not only enhances brand seeding and boosts sales conversion but also builds trust through consistent messaging and engagement - *digitally and in-person**. Consider some of these media endorsement tools to aid this experience comprehensively.

Did you know?

*74% of consumers discover new brands via social media, while 55% still prefer in-store visits.

[*Source: Voice of the Consumer Survey 2024: Asia Pacific](#)

POST-RESEARCH, TWEAK YOUR BRAND TO BETTER CONNECT WITH YOUR AUDIENCE IN THE MANNER THEY DESIRE, INCLUDING:

- Brand:**
 Consider localising your brand identity (i.e. localising brand logo, local language in copy, supporting local community), CSR, or ESG messages
- Product:**
 Cater to different audiences and their taste, culture, the way they consume a product
- Marketing:**
 Think of who, when, and what type of content your audiences engage in and how to customise your marketing mix to connect with them
- Operation:**
 What messaging platform does your customer use? Will you need off-shore customer service?

Maria Sharapova for western region



Shun Li for CN



Ella Chen for HK & TW



Rosalyn Lee for SG



Adapting language, visuals, channels, and engaging KOLs with local resonance to connect with the diverse Asian markets

LET REAL VOICES SPEAK FOR YOUR BRAND

Leveraging the right Key Opinion Leader (KOL) and to encourage User-Generated Content (UGC) can provide the added credibility to your brand and associate your brand to the target audience for positive business outcome.

● Curate KOLs:

Consider factors like consumer psychography*, buying patterns, content consumption habits

*Source: Sproutsocial Influencer report



Millennial, YouTube Sensation
Benjamin Kheng



Gen X, Host, Radio presenter,
Mike Kasem

KOLs for a car
brand: auto
enthusiasts,
former car TV
show hosts



Dr Kyle (Korea)



Dr Lanny (Indonesia)

Boosting
credibility
through doctor
testimonials

● Showcase authenticity through UGC:

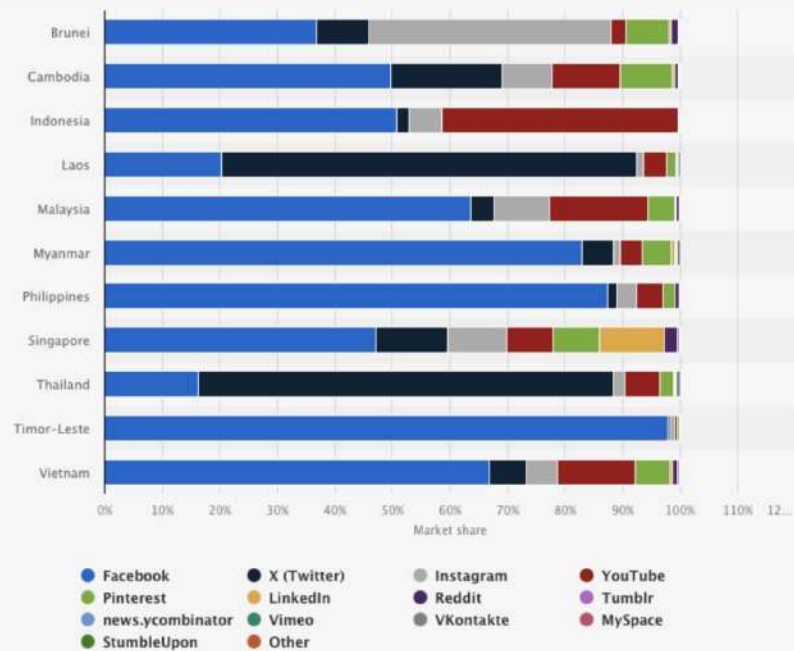
Leverage trending social media challenges, localised hashtags and content/testimonials to encourage UGC for authentic, earned ambassadors content



UGC generated
by online
customers

BE PRESENT WHERE YOUR CUSTOMERS ARE ACTIVE

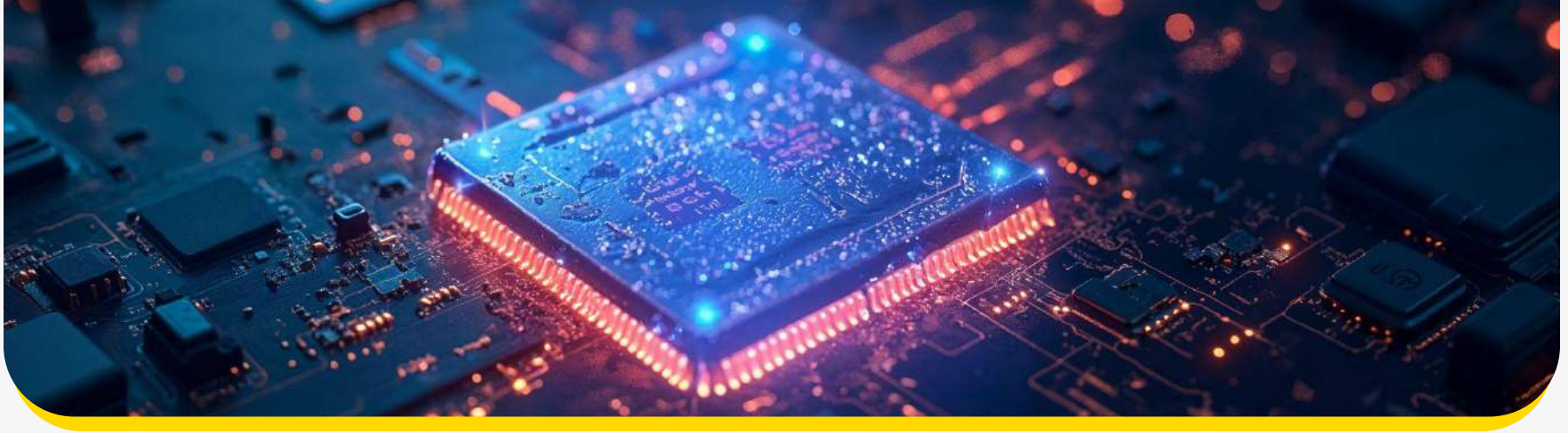
Share of social media traffic in Southeast Asia in 2025, by country and platform



Utilise social media and establish a robust social presence where your customers habitually consume content. Define your objective and establish your social media strategy.

Key considerations include:

- content type (trendjacking, meme, product, brand)
- social channels
- posting frequency
- format choices (live-selling, brand or KOL collaborations)
- UGC activations



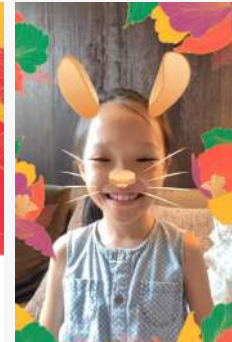
TAP ON TRENDING CREATIVE TACTICS

In today's fast-evolving digital landscape, there are many new marketing tactics and opportunities to explore. Leveraging creativity and technology is key, such as:

- Leveraging AI-powered technology in workflows or service offerings can help improve work efficiency and customer experience
- Consider partnering with creative technologists who blend design and copywriting seamlessly with technology
- Utilising new tech (like AI) to enhance brand marketing efficiency



Scan QR code
on Red Packet



Blending technology and design to reinvent CNY red packets

SUPPORTING ELEMENTS TO KEEP IN MIND

Consider areas you potentially need support in when entering the market. Some areas to consider:



Customer service

Ensure your CS team is equipped to handle local expectations and market-specific needs.



Regular competitor scan

Monitor competitors' websites, promotions, and online presence to stay ahead and competitive.



Management review

Aligning your strategies with corporate brand vision to ensure consistent market positioning.



Local expertise

Establish a network of local experts to build efficiency in the process and tap on their local know-how.

**“ Bagaimana
memastikan
bahwa barang
yang dijual
sampai ke
pembeli online? ”**





Di awal panduan ini, kita telah membahas tentang 3 model rantai pasokan untuk memindahkan barang Anda dari Indonesia ke negara tetangga:

1. Sumber + Produksi + Pemenuhan Lokal,
2. Pengiriman Massal + Pemenuhan Lokal, dan
3. Pengiriman Langsung ke Pelanggan/*Direct-to-customer*

“

Karena Direct-To-Customer - di mana Anda mengirim hanya jika pembeli di negara tujuan melakukan pemesanan - memiliki **risiko dan biaya terendah** untuk Anda, kami akan fokus pada opsi ini.

”

PERJALANAN PAKET ANDA DARI INDONESIA KE PEMBELI ONLINE DI SINGAPURA/MALAYSIA

1. Collecting

Penyedia logistik dapat mengambil barang dari lokasi bisnis Anda, atau Anda dapat mengantarnya ke salah satu titik yang mereka tentukan

2. Scanning & Processing

Setelah paket tiba di gudang penyedia logistik, paket akan dipindai dan disortir, mempersiapkannya untuk diekspor ke negara tujuan.

3. Export Customs Clearance

Di negara asal Anda, petugas bea cukai akan memeriksa kiriman untuk memastikan tidak ada barang terlarang yang disertakan. Untuk barang terlarang, mereka akan memeriksa dokumen dan lisensi yang diperlukan

4. Middle Mile (Cross Border Freight)

Setelah bea cukai ekspor selesai, kiriman Anda akan diberangkatkan dari negara asal baik melalui angkutan Udara, Laut atau Darat.

5. Clearing Import Customs

Petugas bea cukai di negara tujuan akan memeriksa kiriman Anda dan memverifikasi dokumen yang menyertainya. Tergantung pada nilai paket dan komoditas, kiriman Anda mungkin akan dikenakan bea dan pajak (D&T) sesuai dengan ambang batas de minimis negara dan peraturan pajak impor. Biaya ini harus dibayarkan kepada pihak yang berwenang, baik oleh penerima (penerima barang) atau penyedia logistik, sebelum barang dapat dikeluarkan.



6. Domestic Transport

Setelah bea cukai selesai, pesanan Anda akan dikirim ke fasilitas berikutnya di negara tujuan.



7. Sorting

Proses ini biasanya terjadi di gudang, di mana paket disortir menjadi beberapa kelompok untuk dikirim ke pusat-pusat yang terdekat dengan alamat pengiriman. Paket akan disortir lagi dan kali ini, ditujukan kepada petugas pengiriman berdasarkan alamat pembeli.



8. Loading onto delivery vehicles

Petugas pengiriman akan memindai dan memasukkan paket ke dalam kendaraan mereka.



9. Delivering

Saat berada di jalan, petugas pengantaran menggunakan perpaduan teknologi (misalnya perencanaan rute) dan pengalaman (misalnya radio untuk pembaruan lalu lintas waktu nyata) untuk memberi tahu mereka tentang rute yang dioptimalkan.



10. Receiving

Setelah pembeli Anda mengakui penerimaan barang Anda, Anda dapat bernapas lega.

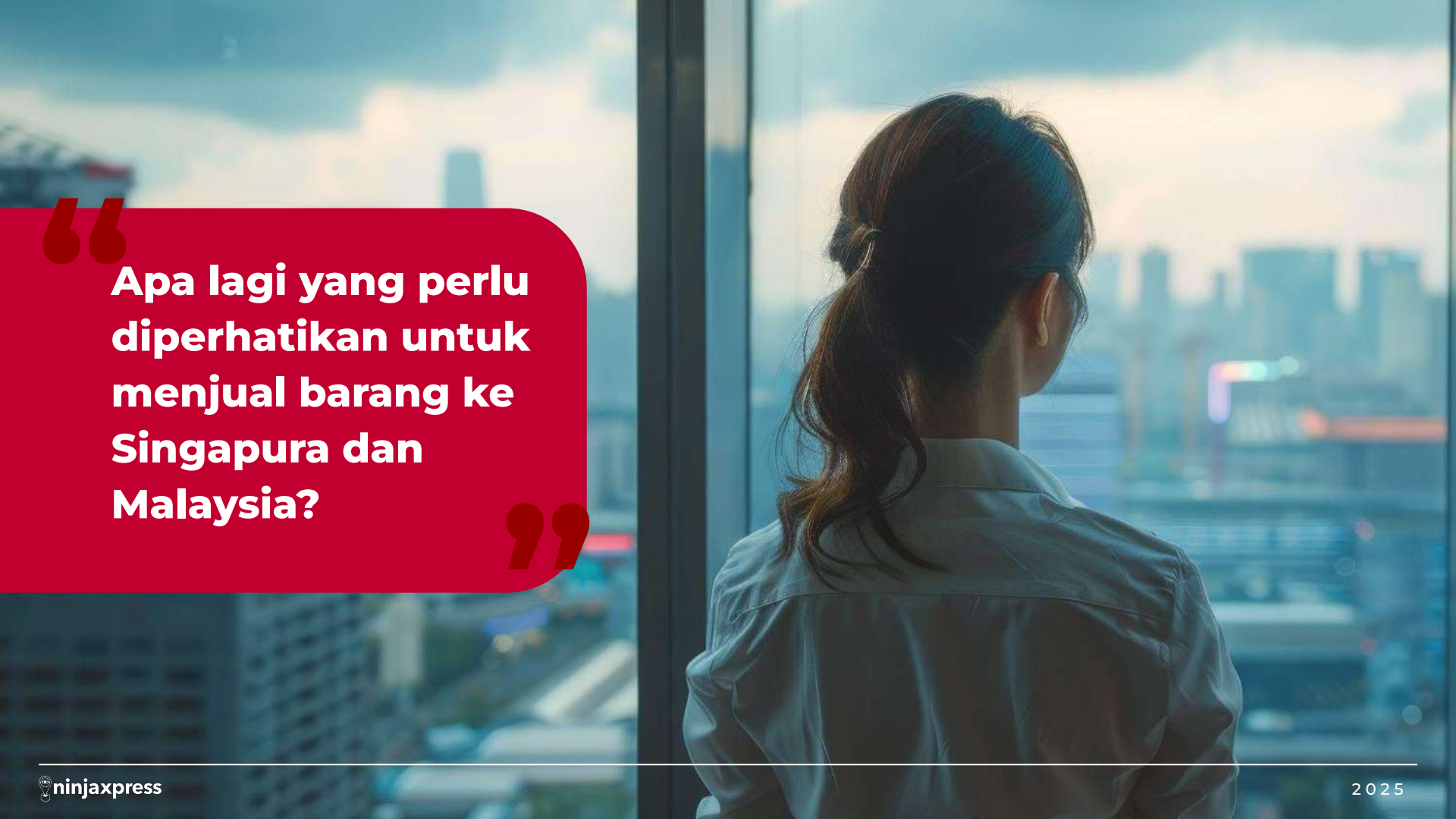




Kami tahu bahwa semua hal di atas terdengar menakutkan.

Tetapi jangan khawatir!

Ninja Xpress telah menguasai semua pengiriman International Deliveries untuk anda

A woman with dark hair in a ponytail, wearing a white button-down shirt, is seen from behind, looking out a large window at a city skyline. The sky is blue with some clouds. The city features various buildings and a bridge with lights.

**Apa lagi yang perlu
diperhatikan untuk
menjual barang ke
Singapura dan
Malaysia?**

DE MINIMIS VALUE

Ikhtisar: nilai minimum barang di bawah ini yang tidak dikenakan bea masuk atau pajak saat mengimpor ke negara tersebut

Country	De Minimis	Currency
Singapore	400	SGD
Malaysia	500	MYR
Indonesia	3	USD

LAMA WAKTU PENGIRIMAN INTERNATIONAL DELIVERIES

Kami telah menyiapkan bagan yang menguraikan perkiraan waktu pengiriman lintas batas. Ini akan membantu Anda mengelola ekspektasi pembeli di negara tujuan.



Origin	Destination	Estimated number of working days
Indonesia	Singapore	3-5
Indonesia	Malaysia	3-6

*The above range is an estimate by Ninja Van Group, based on capital-to-capital direct routes for Commercial Services.



CASH-ON-DELIVERY?

pembeli di Indonesia sangat menyukai pembayaran secara Cash-On-Delivery (COD), preferensi pembayaran berbeda di negara lain. Penting untuk mempertimbangkan perbedaan ini agar opsi pembayaran tidak menjadi penghalang bagi pembeli di singapura dan malaysia yang ingin membeli dari Anda.

Countries	COD
Singapore	<1.0%
Malaysia	40.0%
Indonesia	70.0%

*This data is drawn from Ninja Van Group's internal records (July 2024 - September 2024) of 105,000 shippers.

CASH-ON-DELIVERY OR NOT?

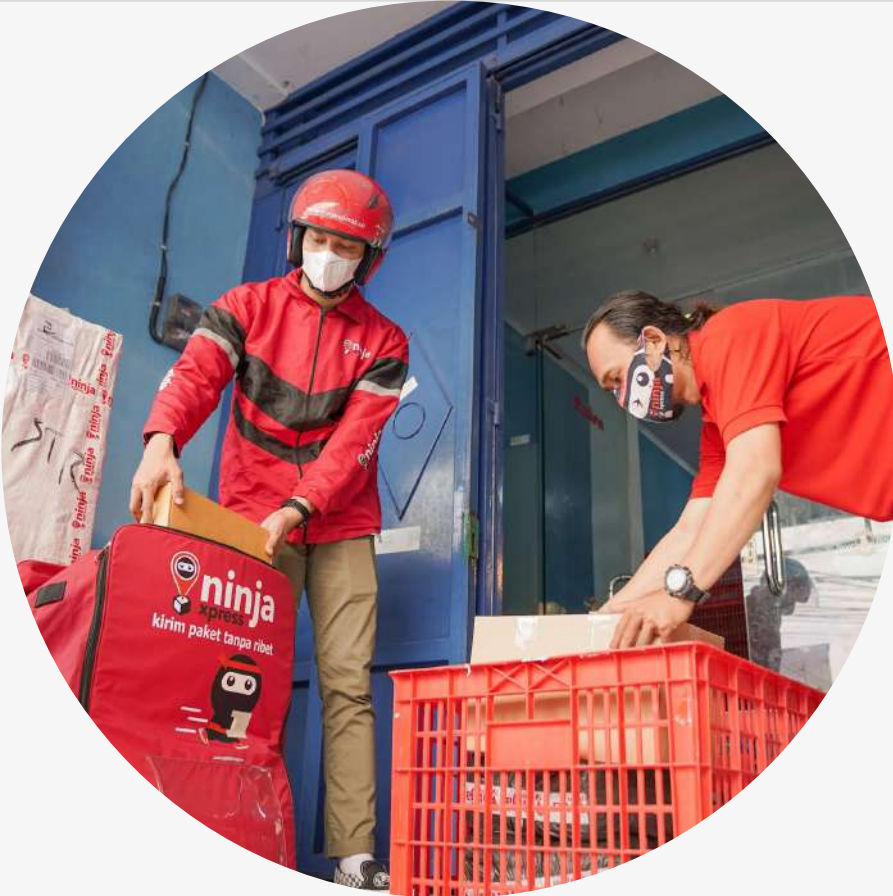
Untuk negara-negara di mana COD bukan merupakan pilihan yang lebih disukai, berikut ini adalah metode pembayaran e-commerce yang populer di setiap negara:

Singapore	 	Cross-border QR payment: Paynow-PromptPay linkage between Singapore and Thailand		 
Malaysia	 	Cross-border QR payment: Duitnow-PromptPay linkage between Malaysia and Thailand	 	 
Indonesia	 QR Code Standar Pembayaran Nasional	Cross-border QR payment: developed by Bank Indonesia and Indonesian Payment System Association For Thailand, Singapore, and Malaysia.	 	



SUMMARY

Kenapa memilih Ninja International Deliveries?



Kami telah memulai dengan berbicara tentang **pergerakan barang** dan kami akan mengakhirinya dengan berbicara tentang pergerakan barang.

Kami tahu bahwa ada banyak mitra logistik di luar sana yang dapat membantu Anda dalam pengiriman barang.

Anda mungkin memilih mereka karena berbagai alasan - mungkin mereka lebih murah, mungkin teman dan keluarga Anda merekomendasikan mereka, atau mungkin mereka menawarkan imbalan.

Bagi Ninja Xpress , prioritas kami jelas: **pergerakan barang Anda.**

Kami memahami bahwa setiap pengirim memiliki keunikan tersendiri, oleh karena itu kami berusaha keras untuk menyesuaikan solusi kami tidak hanya dengan kebutuhan Anda saat ini, tetapi juga kebutuhan Anda di masa depan seiring dengan perkembangan bisnis Anda.

Kami memahami pasang surutnya operasi Anda, dan kami siap untuk mengakomodasi hal tersebut.

Para pendiri kami dulunya adalah penjual fashion kecil yang menghadapi tantangan rantai pasokan, yang menginspirasi mereka untuk memulai Ninja Xpress.



A large stack of papers is the central focus, resting on a dark wooden desk. The papers are slightly disorganized, with some edges showing. In the background, a window lets in warm, golden light, creating a soft glow and some bokeh effects. To the right of the main stack, another smaller stack of papers is partially visible. In the foreground, a portion of a tablet or laptop is seen, its screen reflecting some light. The overall atmosphere is quiet and studious.

ANNEX



ABOUT OUR KNOWLEDGE PARTNERS

**Services:**

Out-of-home advertising



Best native ad networks



Programmatic network



Social media management

Platforms:



WHY TRUST ANTICS@PLAY AS A MARKETING, BRANDING & PR EXPERT

For over 15 years, antics@play has been driving brand and business growth for our clients.

Our proven track record includes delivering impactful branding for industry leaders such as Schrodgers, Starbucks, the Tourism Authority of Thailand, among others, who made us an award-winning marketing expert over the years.



1. Strategy

We will assess your marketing goals and pain points, providing you with a holistic digital strategy.

By analysing the overall consumer journey, we will lay out a clear roadmap to help achieve your goals.

2. Campaign Execution

With over 20 years of digital media execution experience, we have successfully delivered thousands of campaigns, optimising towards both awareness and performance, across the full spectrum of digital channels and formats.

Whether that's social, search, programmatic, native, rich media, video, audio, etc. You name it, we've done it.

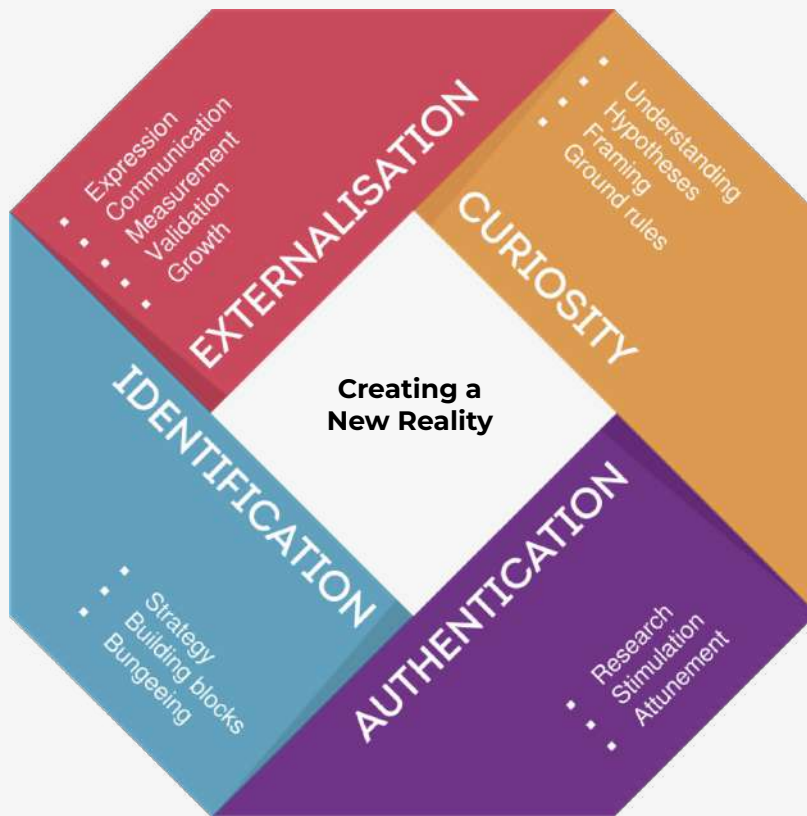
3. Analytics

We believe in the power of data. We assess, dissect, analyse your campaign data and distill it into actionable insights to improve campaign performance and further hone your digital strategies. We make it easy for you.

Consult our digital marketing specialists for more details:

Wilfred Ban: wban@cpxi-asia.com

Sam Zhang: sam.zhang@cpxi-asia.com



HOW ANTICS@PLAY CAN HELP YOU

Branding, PR, or design is a balance of art and science. Our playbook is the epitome of this balance, proven successful in helping brands discover their meaning and ambition and identify their potential. It empowers you to build a new reality for yourself, impactfully and sustainably.

Drop us your contact at antics@play or email us via hi@anticsatplay.com.

CHAPTERS

1. **The Movement of Goods: Logistics**
 - a. Which Supply Chain Model should I use?
 - b. Which Delivery Options should I choose?
2. **How do I know if shoppers in other Southeast Asia countries will buy from a Southeast Asian brand?**
3. **How do I reach these Southeast Asian shoppers?**
 - a. Digital Marketing 101 by CPXi
 - b. How Can Your Brand Drive Sales? by antics@play
4. **Now that these Southeast Asian shoppers have bought from me, how do I get my goods to them?**
5. **What else should I consider when choosing a Southeast Asian country to enter?**
6. **Why should I choose Ninja Van for my Southeast Asian expansion?**

WHICH DELIVERY OPTION SHOULD I CHOOSE?



Option	What it means	What it's for
Express Service	*Cost: Premium The fastest option with full tracking and guaranteed delivery times.	- When speed is the name of the game (think next-day delivery). - For high-value and/or time-sensitive goods.
Commercial Service	*Cost: Economical A service designed for e-commerce businesses with a competitive lead time.	- Shipments of any value, especially mid-to-large volumes. - Businesses needing multiple value-added services like cross-border shipping, warehousing, and last-mile delivery.
Postal Service	*Cost: Budget-friendly An option using postal networks, with basic tracking.	- Small, low-value, and/or non-urgent shipments. - For occasional shippers or light, infrequent needs.

*cost of each option is relative to the average e-commerce goods value of USD122.82.

WHICH DELIVERY OPTION SHOULD I CHOOSE?

Since **Commercial Service** strikes the ideal balance between speed and cost savings, it's the go-to choice for businesses.

Not only does it offer competitive pricing, but it also provides reliable delivery speeds that cater to various business needs.





Source + Production + Local Fulfillment

Tipe 1 adalah tipe supply chain yang paling beresiko dan paling mahal.

Bagaimana jika barang yang dijual tidak laku di negara tujuan?

Bagaimana jika vendor produksi tidak memproduksi sesuai yang diinginkan oleh UMKM?

Bagaimana jika ongkos produksi melebihi budget?

Semua kemungkinan diatas membuat Tipe 1 seperti sebuah *high-stakes gamble*.



Bulk Shipping + Local Fulfillment

Tipe 2 adalah tipe supply chain yang moderate secara risiko dan biaya.

Meskipun pengiriman dapat dipastikan waktunya dan memungkinkan paket kembali dengan mudah apabila tidak sesuai, tetapi ada kemungkinan understocking atau overstocking di fulfilment warehouse yang dipilih. Yang dapat diartikan kita harus membayar *extra space*.



Direct-To-Customer

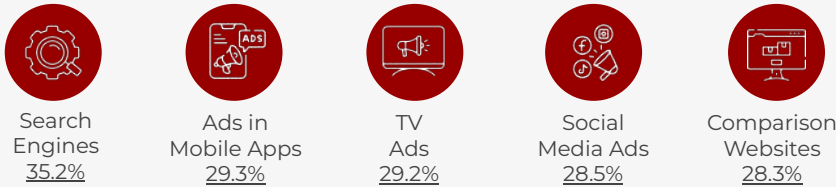
Tipe 3 adalah tipe supply chain yang paling rendah risiko dan biayanya.

Kamu hanya akan mengelola stok di satu negara dan mengirimkan barangmu hanya ketika ada pembeli di negara tujuan yang melakukan pemesanan. Meskipun mungkin memakan waktu lebih lama – teknologi secanggih apa pun belum bisa menghilangkan jarak darat dan laut yang harus dilalui – perusahaan logistik yang andal bisa memastikan barangmu sampai tepat waktu dan utuh.

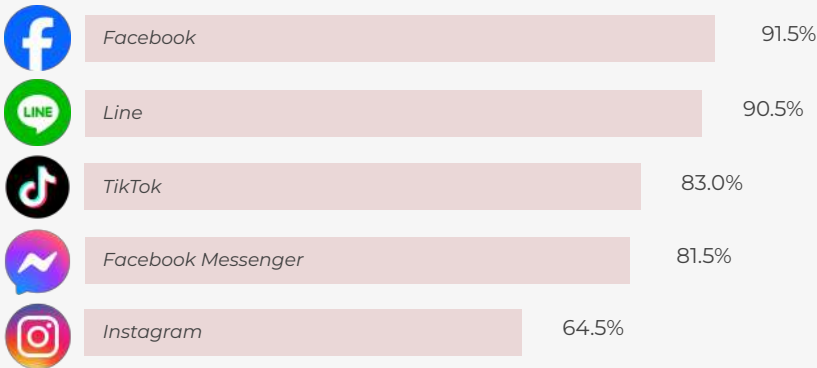
DIGITAL MEDIA USAGE IN THAILAND

Language usage for E-commerce: 79% Thai.
Source: [Google, Temasek and Bain's e-Economy SEA report 2024](#)

Brand Discovery



Most used Social Media Platforms



Top E-Commerce Platforms



Seasonality & Shopping Trends

Significant Holidays

- 1. Songkran - Apr
 - a. Most shops will be closed.
 - b. Celebrated for 3 days.
- 2. New Year's Day - Jan
 - a. Most shops will be closed.
- 3. Vesak Day - May
- 4. Loy Krathong ("The Festival of Lights") - Nov

Promotional Periods

- 1. Festive periods - Songkran & Christmas
- 2. Amazing Thailand Grand Sale - Jun to Aug
- 3. Double-digit Sales - 10.10, 11.11, etc
 - a. Some e-commerce platforms run these promotions every month.
- 4. Black Friday & Cyber Monday - End Nov

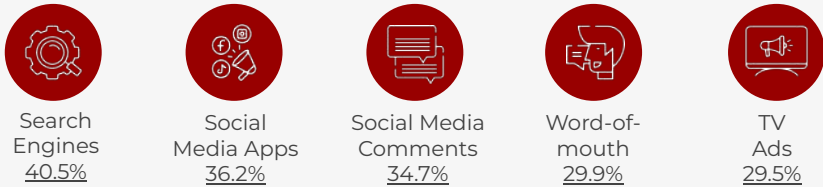
Actionable Insights

- 1. Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
- 2. Invest in mobile app and TV ads to promote your brand.
- 3. Engage customers through Facebook, LINE and TikTok, the most popular social media platforms.
- 4. Align promotions with the above promotional periods, considering your nature of business.
- 5. List products on the top e-commerce platforms in Thailand and product comparison websites to maximize reach.

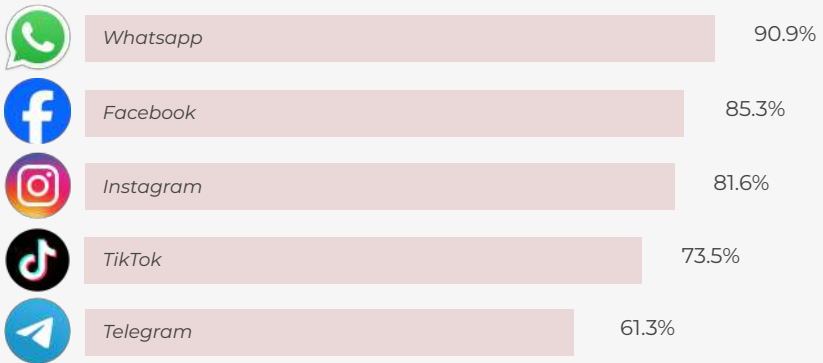
DIGITAL MEDIA USAGE IN INDONESIA

Language usage for E-commerce: 80% Indonesian.
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

Brand Discovery



Most used Social Media Platforms



Top E-Commerce Platforms



Seasonality & Shopping Trends

Significant Holidays

- 1. Lunar New Year - Jan to Feb
 - a. While this is traditionally celebrated for 2 weeks, it is celebrated for a shorter period of time.
- 2. Christmas to New Year's Day - Dec to Jan
- 3. Hari Raya Aidil Fitri - Apr
 - a. This is celebrated by Muslim communities.
- 4. Eid-al-Adha - Sep
 - a. This is celebrated by Muslim communities.

Promotional Periods

- 1. Festive periods - Ramadan & Lunar New Year
- 2. Double-digit Sales - 10.10, 11.11, etc
 - a. Some e-commerce platforms run these promotions every month.
 - b. 12.12 is known as Harbolnas, Indonesia's 'National Online Shopping Day' created by Lazada.

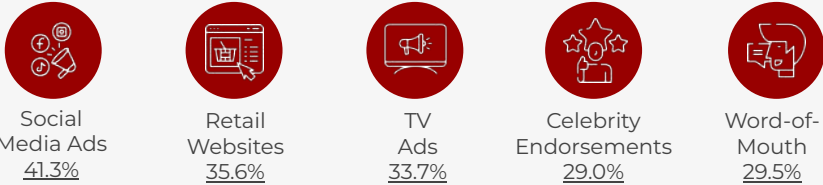
Actionable Insights

- 1. Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
- 2. Promote your brand through Instagram, Facebook and TikTok, most widely used social media platforms in Indonesia, and TV ads to maximise reach.
- 3. Leverage social media comments and word-of-mouth to enhance brand credibility and encourage referrals by implementing a customer referral program.
- 4. Align promotions with the above promotional periods, considering your nature of business.
- 5. List products on the top e-commerce platforms in Indonesia.

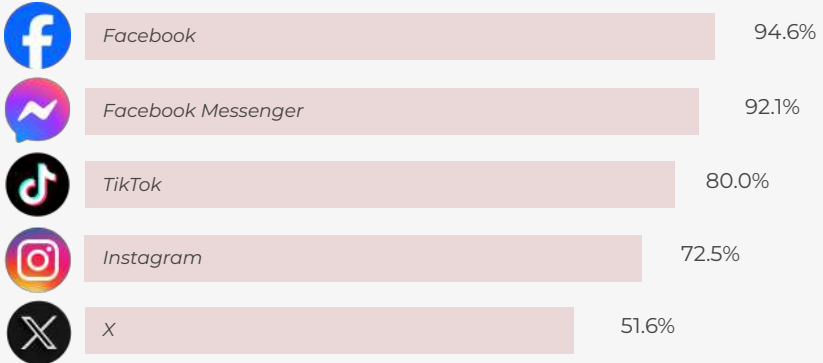
DIGITAL MEDIA USAGE IN PHILIPPINES

Language usage for E-commerce: 97% English.
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

Brand Discovery



Most used Social Media Platforms



Top E-Commerce Platforms



Seasonality & Shopping Trends

Significant Holidays

- Holy Week - Mar to Apr
 - Most shops tend to close on Good Friday and reopen on Easter Sunday.
 - Popular period of time for travel.
- All Saints Day - Nov
- Christmas to New Year's Day - Dec to Jan
 - Popular period of time for travel.

Promotional Periods

- Festive periods - Christmas
- Double-digit Sales - 10.10, 11.11, etc
 - Some e-commerce platforms run these promotions every month.
- Summer Break - Mar to May
- Black Friday & Cyber Monday - End Nov

Actionable Insights

- Invest in social media ads as they are the top method for brand discovery, especially on Facebook, and TikTok - TikTok has a 80% user base with engaging content resonating with younger Filipino audiences.
- Use retail websites and TV ads as supplementary channels for brand exposure to reach wider demographics. Consider celebrity endorsements to enhance brand trust and visibility.
- Maximize e-commerce presence on Shopee and Lazada, as they are the most popular platforms in the Philippines.
- Align promotions with the above promotional periods, considering your nature of business.
- Encourage word-of-mouth referrals by implementing a customer referral program.

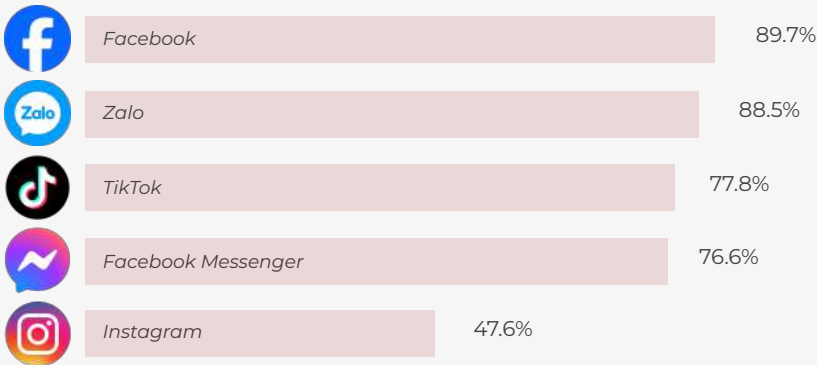
DIGITAL MEDIA USAGE IN VIETNAM

Language usage for E-commerce: 90% Vietnamese.
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

Brand Discovery



Most used Social Media Platforms



Top E-Commerce Platforms



Seasonality & Shopping Trends

Significant Holidays

- 1. Tết (Vietnamese New Year) - Jan to Feb
 - a. It is celebrated for 6 days
- 2. Reunification Day - Apr
- 3. Mid-Autumn Festival - Sep to Oct
 - a. Popular period of time for travel, especially for parents with kids aged <17.

Promotional Periods

- 1. Festive periods - Tết (Vietnamese New Year)
- 2. Double-digit Sales - 10.10, 11.11, etc
 - a. Some e-commerce platforms run these promotions every month.
- 3. Black Friday - End Nov

Actionable Insights

- 1. Focus on Search Engine Optimization (SEO) and use Google Ads as search engines are a top method for brand discovery in Vietnam.
- 2. Leverage TV ads to widen your reach to different demographic groups and partner with consumer review and product comparison sites to build trust and credibility.
- 3. Tap into Shopee and Lazada for e-commerce, which are the most popular online shopping platforms and encourage customers to leave reviews.
- 4. Ensure that your website is optimised for a smooth consumer experience and checkout.
- 5. Align promotions with the above promotional periods, considering your nature of business.

COUNTRIES IN SOUTHEAST ASIA ARE HUGE.

Which city or cities should I start selling first? We've pinpointed the top 3 cities in each country with the **highest cross-border purchase activities** from overseas businesses.

Countries	Cities		
Indonesia	Jakarta	Bandung	Surabaya
Malaysia	Selangor	Sarawak	Sabah
Philippines	Mindanao	Metro Manila	Greater Manila
Vietnam	Hanoi	Ho Chi Minh	Central Vietnam
Thailand	Bangkok	Greater Bangkok	Northeast Thailand

*This data is drawn from Ninja Van Group's internal records (July 2024 - September 2024) of 105,000 shippers.
**Singapore is excluded from the table, as its compact size makes distance within the country negligible for shipping considerations.

**Make the most of your marketing budget by targeting these specific cities.
Conduct consumer research to uncover their unique preferences, and create tailored promotions to meet their needs.**

1..Dari negara southeast asia dibawah ini, Darimana kamu akan membeli suatu barang (selain dari negara kamu sendiri)?

SEA Brand Purchase Consideration Total Sample, N=1200	 200	 200	 200	 200	 200	 200
Singapore						
Malaysia						
Indonesia	43% ▲	45% ▲				
Philippines						
Thailand						
Vietnam						
None of the above						

**WE FOUND THAT SOUTHEAST ASIANS
DO LIKE NEIGHBOURING BRANDS!**



“from Indonesia to Southeast Asia”