

# 10<sup>th</sup> Sadli Lecture & International Services Summit 2016

## *“Services Sector as Enabler of Global Value Chain”*

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**Hosted by:**



Australian  
National  
University



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# ZALORA Growth Drivers

**SME Products and Supply**

**Telecommunications**

**Logistics and Warehousing**

# SME Products and Supply

## ZALORA MARKETPLACE

Discover unique fashion from  
independent boutiques online  
across Southeast Asia.



SELECT YOUR COUNTRY

SINGAPORE  
MALAYSIA  
PHILIPPINES  
INDONESIA  
VIETNAM  
THAILAND  
HONG KONG



## Marketplace

**>30%** Marketplace brands

**Hassle-free:** leverage  
ZALORA's customer  
service, operations,  
marketing expertise in  
fashion

Support product offering  
and quality development





# Telecommunications

**308.2 mobile phones** are in use in Indonesia > Population of 250 million

Access to desktop and LAN line is limited in the country

>**60%** purchases made through mobile

>**50%** daily traffic comes from mobile phones

# Logistics and Warehousing



## Logistics

Ships to **400+ cities**

**150+** in house delivery fleet

Offers Cash on Delivery and Credit Card payment at doorstep



## Warehouse

Offers flexibility for suppliers to join our platform

**15000 sqm** distributed across 3 floors, storing up to **1.5 million goods**



# Categories of Players Operating in the Distribution Space

## Traditional distribution providers



## e-Commerce with own delivery fleet

