

### Business Case: Simplifying Southeast Asia's logistics

#### General Information

Southeast Asia is a hotbed of opportunities for cross-border e-commerce, where cross-border e-commerce is the act of merchants in one country selling and shipping to customers in another country. With rising incomes, higher levels of digital adoption and ever greater openness of the countries to international trade, opportunities abound for e-commerce companies and the logistics players supporting the e-commerce growth.

Janio Technologies Pte Ltd (Janio) is a cross-border logistics service provider that integrates different service providers at the various stages of the supply chain such as first mile, air freight, customs and last mile together to provide an end-to-end solution to e-commerce merchants. We are essentially a tech platform that connects merchants to the entire region at one single touchpoint.

**Service that Janio provides:** End-to-end cross-border B2C shipment of e-commerce parcels, with track and trace capabilities. Basically from a merchants warehouse all the way to the customers doorstep. Janio is expecting to ship tens of thousands of shipment throughout the region per day.

**Lanes covered:** (As origin and destination) Singapore, Malaysia, Indonesia, Thailand, Vietnam, Philippines, Brunei

**Types of products shipped:** E-commerce items such as fashion apparel, accessories, bags, shoes, mom and baby products, health and beauty products, usually in small packages of less than 5kg.

#### Issues Encountered

In cross border logistics, weight of the package plays a huge role in defining the overall cost and how the services are priced. Despite logistics companies aggregating consignments while shipping from one country to another there is still no easy way to charge the customer for the exact weight of the parcel.

Example: Even if a consignment weighs 0.75kg, most of the logistics companies still charge the customer the price of 1kg.

Problem: Most of the solutions in the market which automatically weigh and update the weight of each order instantly are expensive and involve huge equipment with conveyor belts. This is accessible only to big players who still do not transfer the value realized due to accurate weighing to the end customer. We at Janio are obsessed with creating value to market places and their end customers.

#### Requirements

Janio would like the teams to Your Challenge: Identify a way to weigh and update the weight instantly at all warehouses using cheap and effective solutions.

## Open House

The Open House dates will be on: 29<sup>th</sup> April 2019, 2pm  
6<sup>th</sup> May 2019, 2pm

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***Team leader to send email to the contact person in advance regarding the number of persons going to the open house.***