

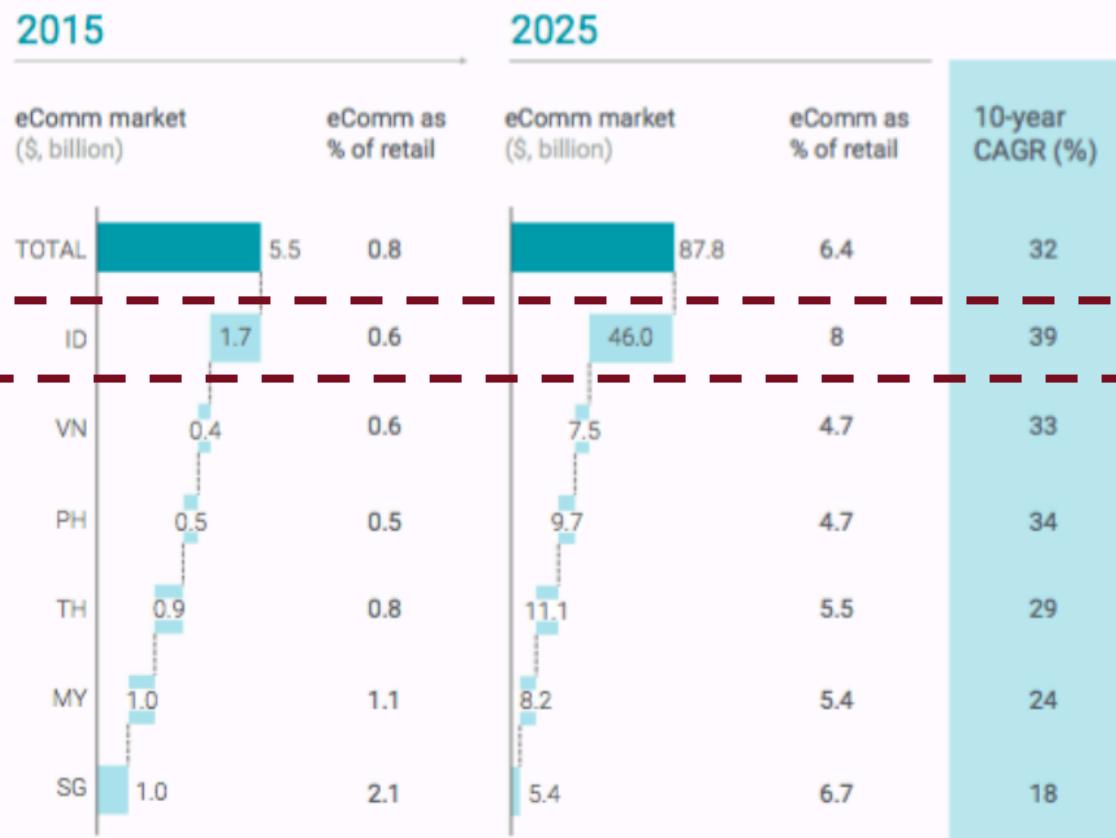
Bukalapak

Bukalapak Growth Story

Muhamad Fajrin Rasyid – Cofounder and CFO Bukalapak.com



Indonesian e-commerce is predicted to grow from \$ 1.7 Bn to \$ 46 Bn in 10 years



- Indonesia is expected to comprise 52% of eCommerce in SEA by 2025 (vs 31% in 2015), driven by large middle-class population, increased access to internet, and growth of tier2/3 cities, where access to organized retail is limited
- Vietnam, Philippines, Thailand and Malaysia will all be sizeable markets, ranging between \$8-11 billion
- SG eCommerce will be >\$5 billion, larger than the 2015 casino industry (~\$4 billion)

SOURCE: Temasek, McKinsey, Government websites, Google

Bukalapak is leading marketplace in Indonesia!

BL

Situs jual beli online mudah & terpercaya

Komunitas Blog Bantuan Halo, Fajrin Rasyid!

Bukalapak

Kategori Barang

Pencarian teratas: samsung galaxy note 3 baju muslim sepatu futsal nike tas import xiaomi redmi note 3 ... Beli Pulsa

MOTHER Food DISKON HINGGA 75% BUKA DISINI >

SEPEDA BALAP DAN AKSESORIS BUKA DI SINI DISKON HINGGA 30%

PRODUK LONCIN BUKA DI SINI DISKON HINGGA 10%

OBAT HERBAL UNTUK JANTUNG BUKA DI SINI HARGA MULAI 7 RIBUAN

ALAT MUSIK ELEKTRIK BUKA DI SINI HARGA MULAI 1 JUTA AN

Pembeli

Pelapak

10Mn+
USERS

Promo Hari Ini

RAGAM ALAT TULIS
BUKA DI SINI
DISKON HINGGA 20%



INDONESIA LOCAL BRAND
BUKA DI SINI
HARGA MULAI 299 RIBUAN



ANEKA GPS
BUKA DI SINI
HARGA MULAI 200 RIBUAN



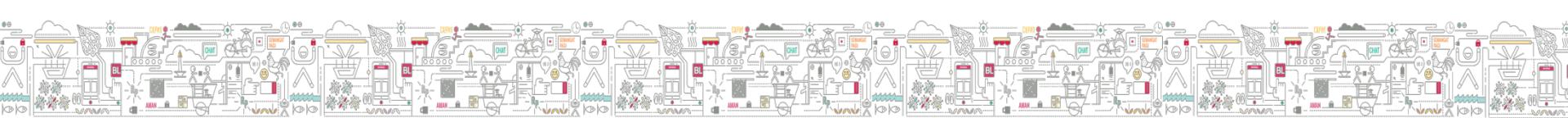
MEDIA PLAYER & SET TOP BOX
BUKA DI SINI
HARGA MULAI 100 RIBUAN



SADDLE & SEATPOST
BUKA DI SINI
DISKON HINGGA 5%



1Mn+
SELLERS



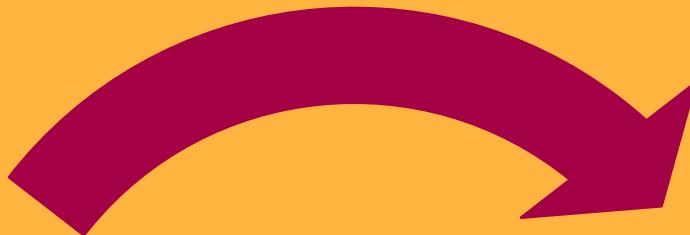
Grow not only at Bukalapak level, but also at seller level



**3x Growth
Number of sellers
in 2015**

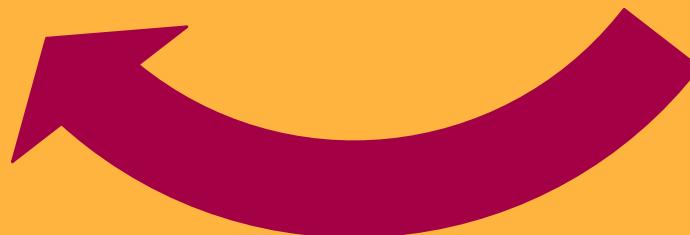
**2.5x Growth
Average sales of
sellers in 2015**

Network effect



More sellers
are uploading
more products

More buyers
are coming
and buying



 Cari Berita atau Alamat

Suka-duka UKM Merintis Bisnis Online

Achmad Rouzni Noor II - detikinet
Minggu, 15/03/2015 13:26 WIB

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Nurdyansyah (dok. Bukalapak)



Google AdWords™ Indonesia

Dapatkan Dukungan Resmi dari Google Mulai Hari Ini dan Dapatkan Rp450rb

Nurdyansyah (dok. Bukalapak)

Jakarta - Berdagang memanfaatkan e-commerce memang tak selamanya mulus. Ada yang langsung sukses, tapi banyak juga yang gagal. Agar terhindar dari kegagalan, ada baiknya simak dulu cerita para wirausahawan UKM berikut ini.

Sigit Nurdyansyah, misalnya. Ia coba menjajal peruntungannya berdagang di dunia maya lewat situs Bukalapak. Bukan tanpa alasan ia memilih karir untuk jadi pelapak -- istilah penjual di portal e-commerce tersebut.

Pria ini mulai fokus berjualan online dari keinginannya memenuhi kebutuhan biaya untuk pengobatan anaknya -- yang baru lahir dan sedang sakit sehingga harus sering keluar-masuk rumah sakit.

Selain peluang bisnisnya yang prospektif. Karena itu, ia lantas berdiskusi dengan sang istri untuk fokus membesarkan bisnis online tersebut. "Alhamdulillah, istri mendukung. Bismillah, saya lantas mulai fokus membesarkan bisnis online melalui bukalapak," ujar Nurdyansyah.

"Alhamdulillah, omzet saya sekarang sekitar Rp 200 juta per bulan dengan rata-rata 30 transaksi per hari," ujarnya dalam email yang diterima detikNET, Minggu (15/3/2015). [Next](#)

Empower SMEs,
not killing them

Source: <http://inet.detik.com/read/2015/03/15/142628/2859113/319/1/suka-duka-ukm-merintis-bisnis-online>

The sellers



Ihsanudin Fanani, 23 year old
Store Name: Tas Kamera Bagus

Have been selling through online since sophomore (second year university student). Started as part timer to get side income, now become his full time activity. Started with his 3x4 sqm rented room, now he has his own office with 19 employees.



Reza, 17 year old
Store Name: Zali Store

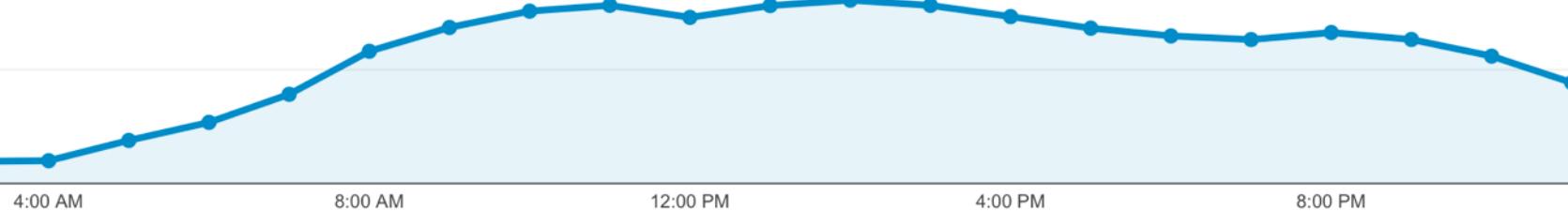
Selling through online during part time. His status as high school student does not prevent him to be able to sell up to thousands of dollars per month.

DATA

What can be tracked?



Bukalapak visitor per hour



SOCIAL

We have communities of sellers in 50+ cities

BL



We also facilitate them in our online forum

<https://komunitas.bukalapak.com>



← Kembali ke Bukalapak.com?

BUAT TOPIK

KOMUNITAS BUKALAPAK

CARI PANDUAN PROFIL

TAGS

- Semua
- Video
- Pengumuman
- Tips & Trik Jualan**
- Tanya Jawab
- Inspirasi Wirausaha
- Sepeda
- Gadget
- Event
- Ide & Masalah Fitur
- Kamera
- Komputer
- Rileks
- Kuliner
- Lifestyle

Trending Terbaru Komentar

Berbisnis Online Itu Harus Sejak Dini

15 TAGS inspirasi wirausaha tips & trik jualan
~iyanferdian (2289) • 3 hari yang lalu • 5715 views
Hide • Edit • Delete • Sticky off
69 komentar

Mengapa para pebisnis online sering terjebak dengan ilmu SEO?

6 TAGS inspirasi wirausaha tips & trik jualan
~cahayaskestronik (5087) • sehari yang lalu • 188 views
Hide • Edit • Delete • Sticky on
38 komentar

Apa manfaat dan keuntungan SEO bagi sebuah bisnis online yang sedang anda jalankan saat ini.

6 TAGS inspirasi wirausaha tips & trik jualan
~cahayaskestronik (5087) • sehari yang lalu • 150 views
Hide • Edit • Delete • Sticky on
21 komentar



We facilitate sellers to publish their stores beyond Bukalapak, for example Facebook



→ **Bukalapak** →



We are **the first** to provide platform for merchants to promote their products via digital advertising channels
"bring more people, gain more sales"



The ads will target better with audience data

We automatically manage & optimize the ads

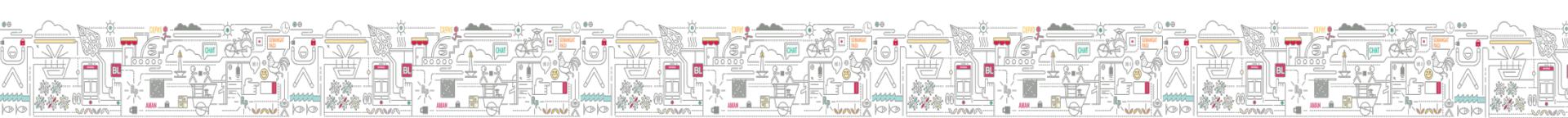


Bukalkan with Facebook Ads

Ads shown to > 84 mio FB users in Indonesia - Equals to 90% Indonesia internet users + shown in



Ads appear on newsfeed for people's with intention to buy to merchant's related products – *more relevant target*



“Help empowering SMEs across Indonesia to become prosper and success with our e-commerce platform”

LIPUTAN6 ARTICLE PHOTO VIDEO FORUM new Cari di Liputan6.com

All News Bisnis ShowBiz Bola Health Tekno Lifestyle

Pria Ini Sukses Berbisnis Online di Bukalapak Demi Obati Anak

By Nurmayanti on 16 Mar 2015 at 11:09 WIB

Share Comment (0)

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REPUBLIKA ONLINE

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Home > Ekonomi > Makro-Mikro

Gagal Jadi TNI, Harsono Malah Jadi Pedagang Besar

Minggu, 09 Agustus 2015, 14:01 WIB Komentar : -1

8+1 0 Like 5

detik*inet*

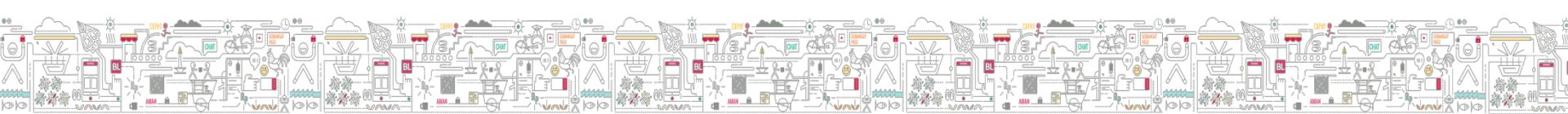
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Berita Utama Rabu, 26/02/2015 08:23 WIB Periscope dan "Serial" Berharga di Konser Taylor Swift

Rabu, 26/02/2015 08:03 WIB Mengintip Kehadiran Oppo Made in Tangerang

Kisah Sukses Jualan Sepeda di Internet Selasa, 13/03/2015 09:50 WIB

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Thank You

Bukalapak

