

B2B E-commerce

A8_008_Digix

Executive Summary

GrowCart is a B2B commerce platform that provides a range of products for FMCG and Food & Beverage Ingredients such as pasta, olive oil and snacks. It connects retailers with brands and wholesalers on a centralized platform.

We provide F&B ingredients to small and medium-sized grocery stores and HoReCa, to offer a smooth ordering process, delivery services, availability of stocks and transparent pricing.

Our platform designed to digitize the process of brands and wholesalers selling to business customers.



GrowCart, a commerce platform
that connects wholesalers and retailers

Problem

The Pandemic accelerated the shift towards Digital Transformation by years

Thailand market currently lacks the platforms to find wholesale goods



Wholesale Business

- Wholesalers
- Local Modern Trade (LMT)

Pain

- Shop Closed due to Lockdown
- Need Online Sales Channels
- Poor Logistic Management





HoReCa/Grocery Store digiX

- Small and medium-sized retailers
- Hotel / Restaurant / Café

Pain

- The purchasing journey includes 20 steps and takes several hours that they eventually bring back to their stores
- Need Online Ordering & Shipping Services
- Short-Term Financing
- Non-Transparent Promotions

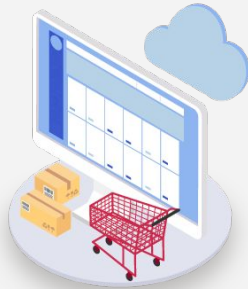


Solution

Our product is cloud-based B2B commerce platform that helps retailers easily find goods with wholesale pricing.

GrowCart provides small and medium-sized grocery stores and HoReCa, with more choice, better pricing, and more efficient logistics through economies of scale and it offers reduced costs and better end-customer level data.

Solution



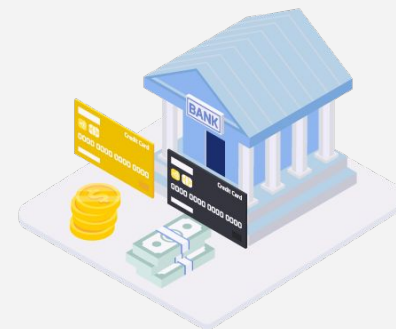
Cloud-based B2B Commerce Platform



Integrate with wholesale back-end systems

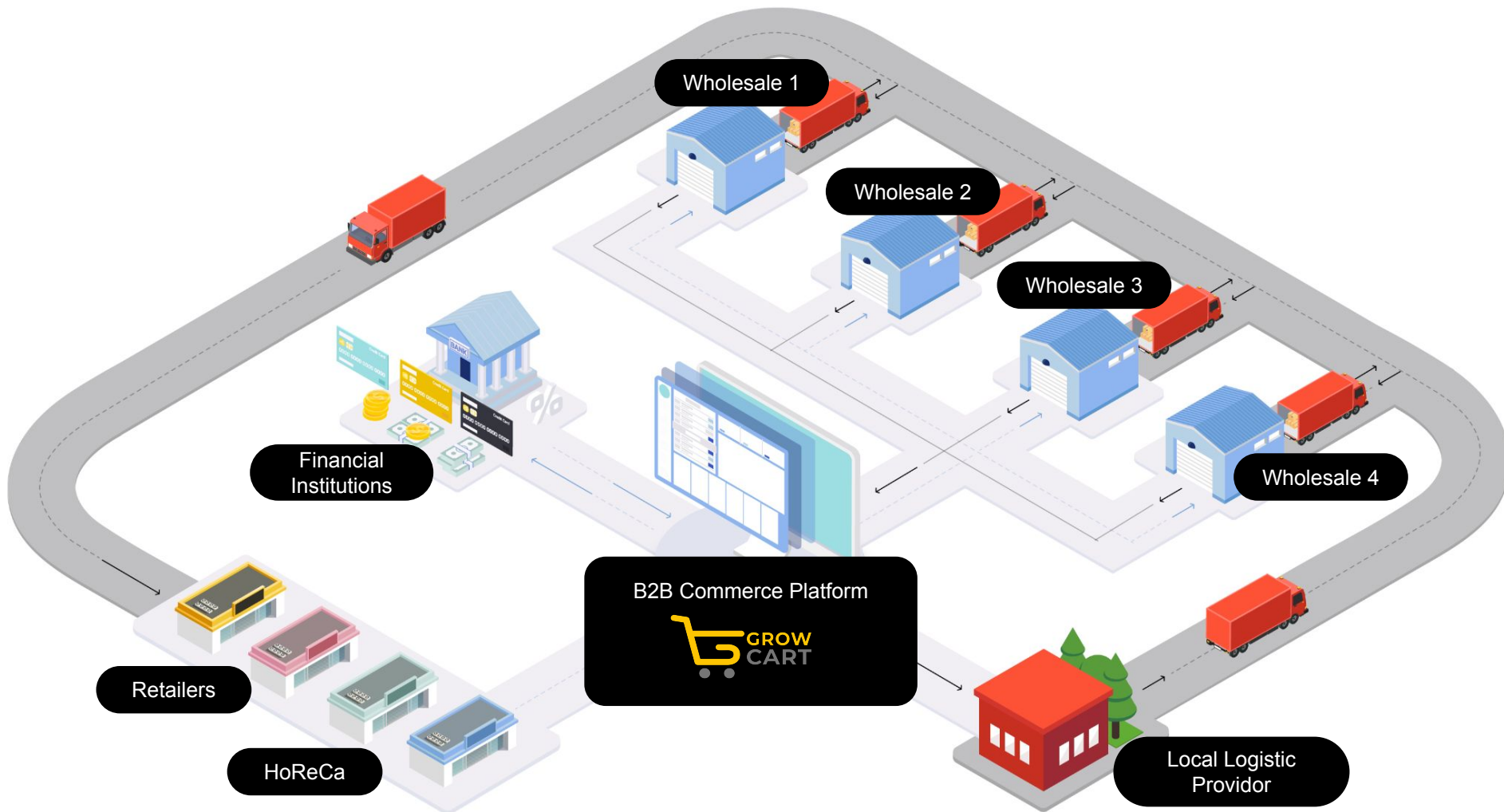


Shippers & Logistics Service Provider Mngt.



Flexible Payment Options with Banks & Financial Institutions

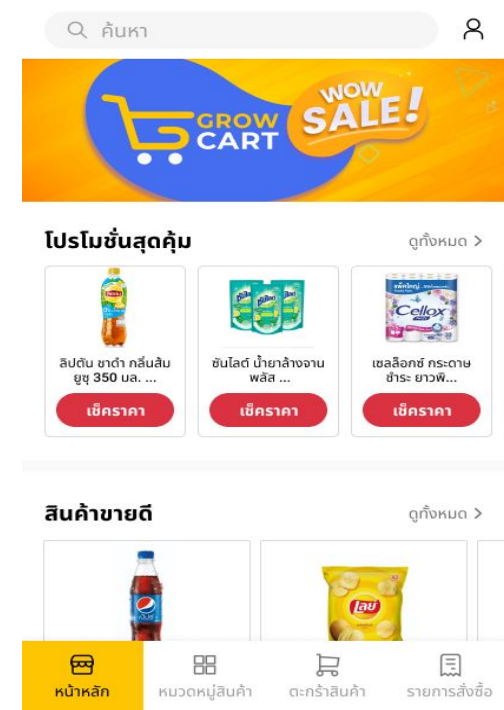
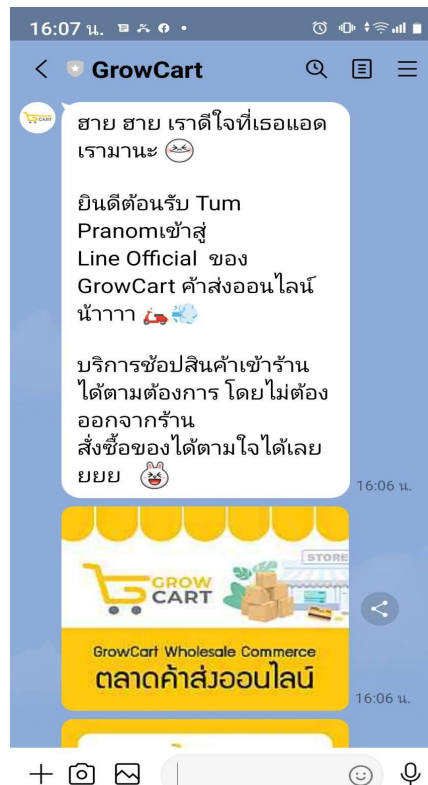
We provide logistic services with local logistic service partner and flexible payment options with financial institutions



Product

We are using technology in three areas

1. Transactional tech for a fast & convenient ordering experience - ensuring a smooth, scalable.
This is a key differentiating factor from traditional players.



Product

2. Operation tech for backend efficiency as used by large distributors, logistics players or e-commerce players
- to leverage on the economies of scale effectively
such as Inventory Management, Pick & Pack, Logistics Planning, Demand & Supply Forecasting

บัญชีบัญชีสมาชิก B2B

ตรวจสอบข้อมูล

ประเภท: จังหวัด/อำเภอ/ตำบล:

ชื่อตัวการ/ชื่อ-นามสกุล: สถานภาพ:

รายการ ข้อมูลบัญชีสมาชิก B2B

แสดง: 10 แถว

ลำดับ	ชื่อตัวการ/ชื่อ-นามสกุล	ประเภท	เบอร์โทรศัพท์มือถือ	วันลงทะเบียน	วันสิ้นสุดสัญญา	จำนวนที่สั่งซื้อ	ยอดที่สั่งซื้อ / บาท	สถานะภาพ	
1	ธนพรศิริ คำปลั่ง-สง	ดีดีบุคคา	0890770708	23 เมษายน 2564 11:24	11 กันยายน 2564 01:11	1	127.00	สำเร็จ	<input type="checkbox"/> แก้ไขข้อมูลบัญชีสมาชิก <input type="button" value="รายละเอียด"/>
2	Test	บุคคาสสมิต	0811111111	1 ตุลาคม 2564 11:33	-	-	-	สำเร็จ	<input type="checkbox"/> แก้ไขข้อมูลบัญชีสมาชิก <input type="button" value="รายละเอียด"/>
3	ราวีร์ ลวดงาม	บุคคาสสมิต	0808888888	1 ตุลาคม 2564 11:30	-	-	-	สำเร็จ	<input type="checkbox"/> แก้ไขข้อมูลบัญชีสมาชิก <input type="button" value="รายละเอียด"/>

3. Financial tech for key pillar for our long term vision
- for the time being, the focus is on data collection.
We have to secure Financial partners to offer financing to our customers

ยอดที่ต้องการแบ่งชำระ

10,826.07 บาท

เลือกแผนการแบ่งชำระ

แบ่งชำระ

2 เดือน

(ดอกเบี้ยแบบคงที่ 0.65% / เดือน)

ยอดชำระ/เดือน

5,448.22 บาท

ชำระเงิน

แบ่งชำระ

3 เดือน

(ดอกเบี้ยแบบคงที่ 0.65% / เดือน)

ยอดชำระ/เดือน

3,679.06 บาท

ชำระเงิน

แบ่งชำระ

6 เดือน

(ดอกเบี้ยแบบคงที่ 0.65% / เดือน)

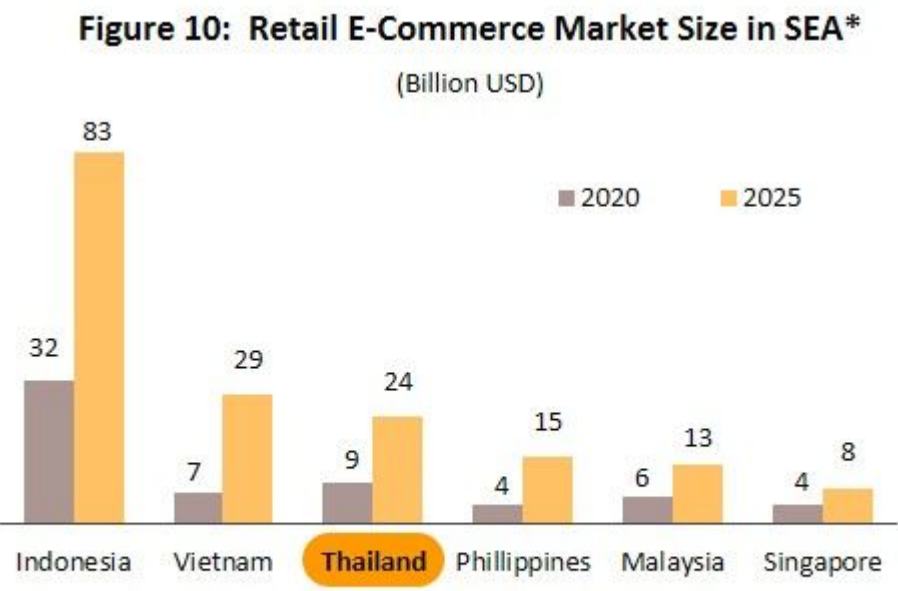
ยอดชำระ/เดือน

1,874.71 บาท

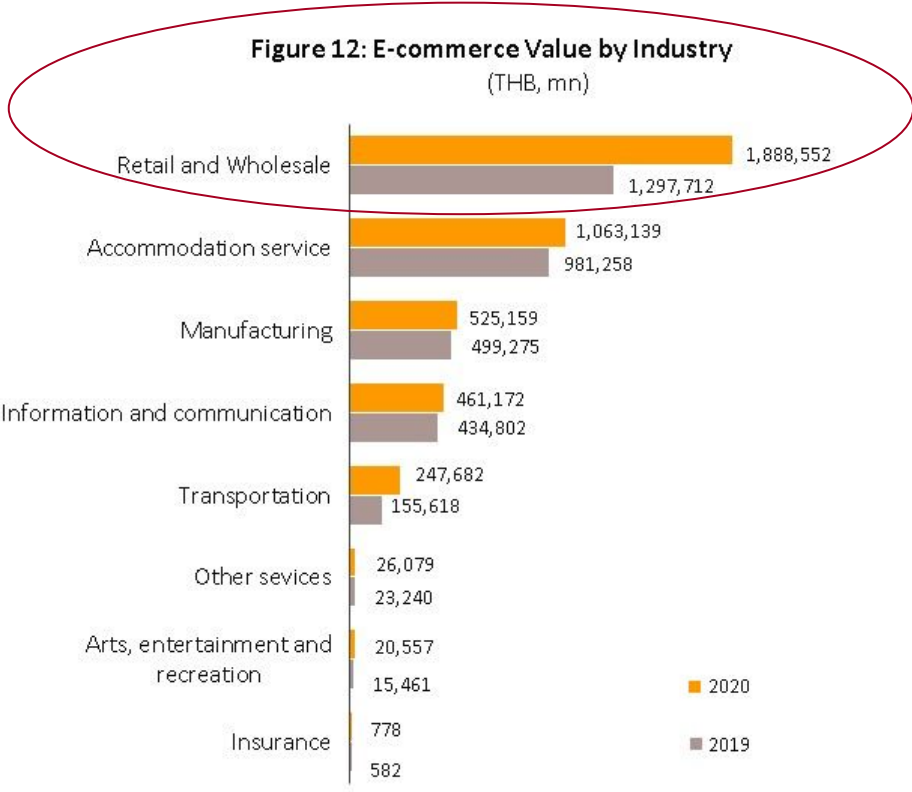
ชำระเงิน

Market Opportunity

E-commerce growth has moderated in Thailand as consumers return to physical stores and we see greater number of consumers purchasing online. Today, the market for Retail & Wholesale represents 1.8 Trillion THB total market opportunity.



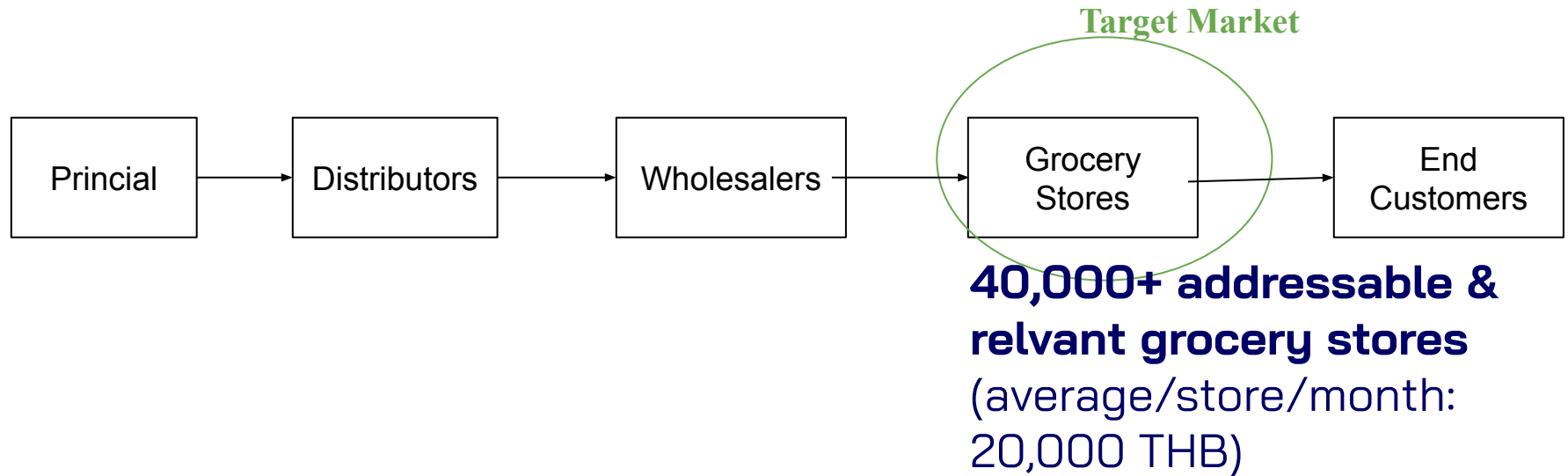
Source: e-Conomy SEA 2020
* Southeast Asia



Source: ETDA, Krungsri Research

TAM (Grocery Store)

We are targeting Thailand's 40,000+ independently owned small and medium-sized grocery store across Thailand. The total immediately addressable market size is THB 9.6 billion.



- **40,000+ relevant small & medium-sized grocery stores**
- **THB 240,000 avg per trans/year**
- **40,000 x 240,000 = THB 9.6 billion**

TAM (Coffee Shop & Bakery)

And we are targeting Thailand's 5,000+ independently owned coffee shop and bakery across Thailand. The total immediately addressable market size is THB 1.8 billion.

5,000+ addressable & relevant non-chained coffee shop
(average/store/month: 30,000 THB)

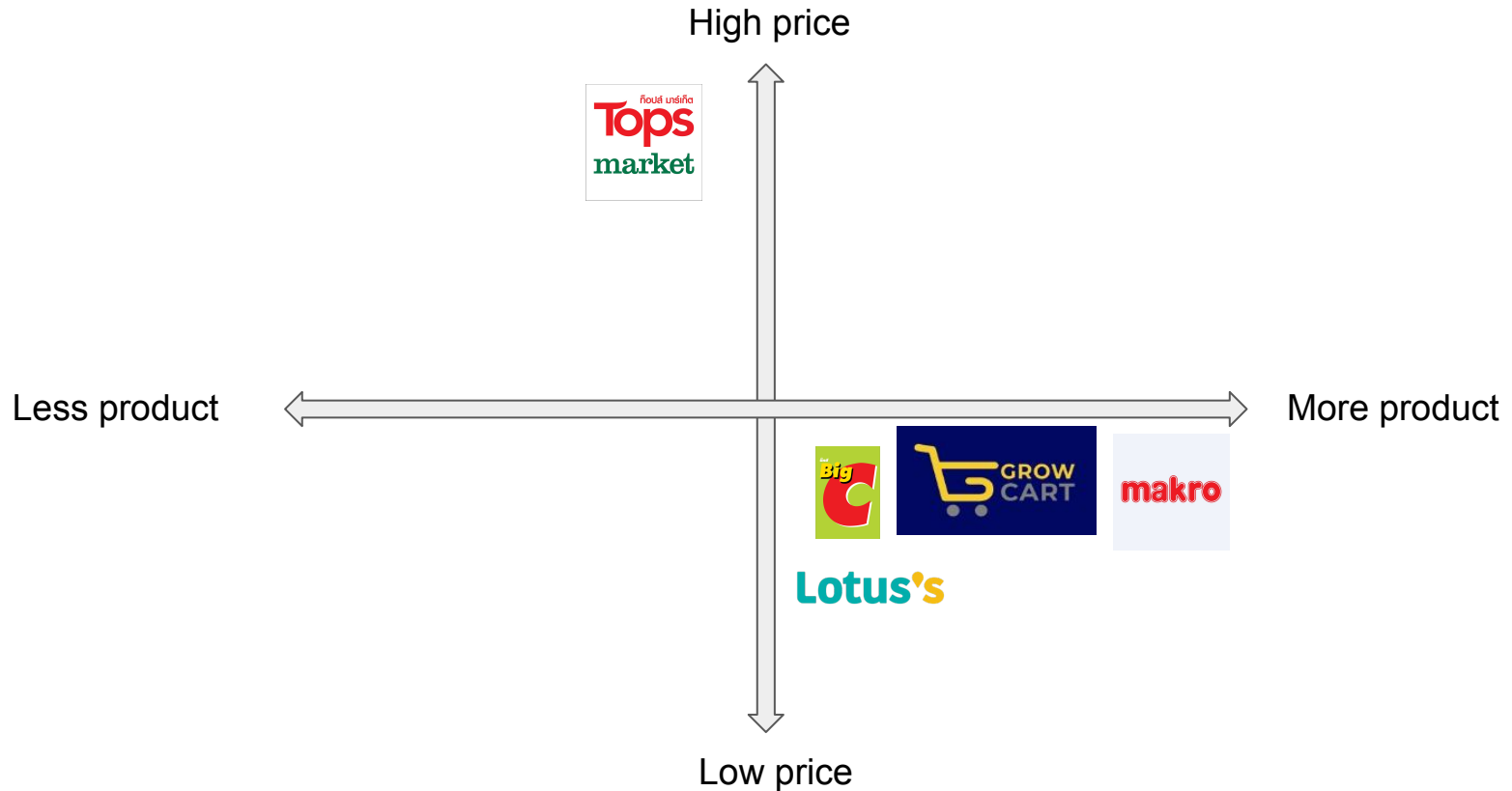
- **5,000+ relevant non-chained coffee shop**
- **THB 360,000 avg per trans/year**
- **$5,000 \times 360,000 = \text{THB 1.8 billion}$**

Competitive Landscape

>> Online Channel Benchmarking in Thailand

Competitors	E-commerce	Low Price	Delivery Service	Well Known Brand	Personal Shopping Assistant	Installment
GrowCart	✓	✓	✓	✗	✓	✓
Makro (Cash and Carry)	✓	✓	✓	✓	✗	✗
Big C (Hypermarket)	✓	✓	✓	✓	✗	✗
Lotus (Hypermarket)	✓	✓	✓	✓	✗	✗
Tops (Supermarket)	✓	✗	✓	✓	✗	✗
Local-Wholesaler	✗	✓	✗	✗	✗	✗

Competitive Landscape



Makro is the major player, operate the member-based wholesale center in Thailand.

B2B E-Commerce Startup in Thailand

- Based in Bangkok, **Freshket** simplifies the process of getting fresh produce from farms to tables. Launched in 2017, the startup has now raised a \$3 million Series A.
- Founded in 2021 with HQ in Bangkok, The **Mungmee** marketplace app is currently assisting 3,900 mom-and-pop shops, mainly in 3 provinces in the Northeastern region of Thailand, the startup has now raised a \$1 million Seed Round.

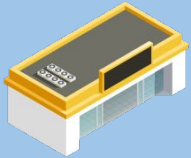
We are targeting the general trade sector which mainly consists of small and medium-sized independent retailers, restaurants, coffee shop & bakery and hotels who are not part of large chains or supermarkets.

Within FMCG, we are currently in the market segment of fast moving packaged food and beverage products and F&B ingredients.

Our Sales and Customer Success should invest in customer relationships. Our team should start the relationship and continue it throughout the course of the customer's time. Help them as the assistant to make them business run smoother.

Business Model

Rev Stream 1 :



**Takes a
commission based
on the total order
amount**

Rev Stream 2 :



**Takes a
commission for
delivery services**

Rev Stream 3 :



**Take a commission
for each
installment
transaction**

We take a 3-8% commission on each transaction

Go-to-market strategy

Customer Acquisition : Go to meet the retailer owner and non-chained HoReCa, And introduce our platform by guidance on how to order via platform, by fulfilling our customers's daily needs with our team, technology and support excellence.

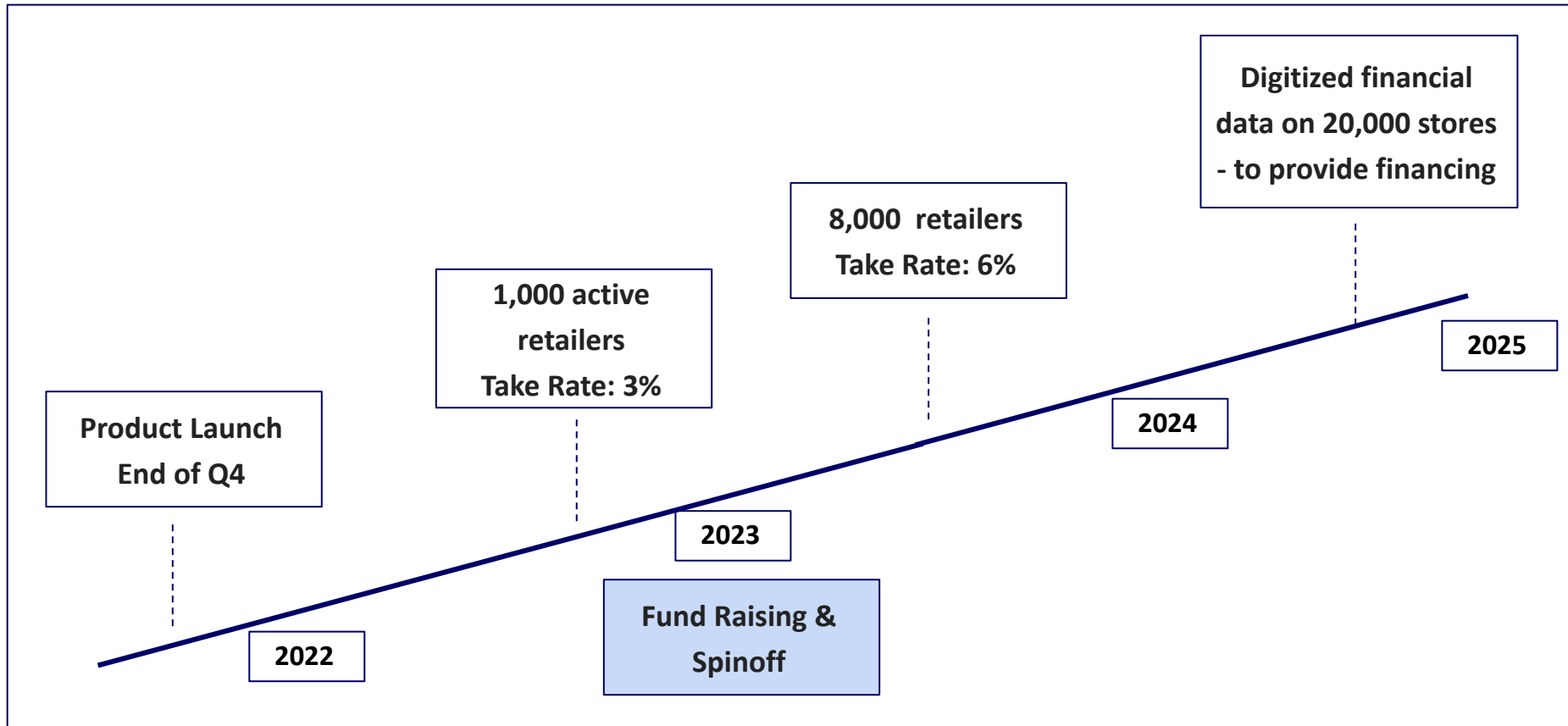
We separate the budget in 2 parts

1. Budget for setup the customer success team go to meet target customers as start to make relationship and introduce platform
2. Budget for marketing promotion for referral program

Go-to-market strategy

Leverage Social Proof : We will show customer testimonials on our website and online media. This kind of social proof is particularly powerful when displayed on our channels.

Milestones



Our Progress to Date, We're in product development stage and We have successful deal with a local wholesalers and brands in our area to forward sales orders when the customer has placed order to us.

Within 2 years, we aim to be the famous in the FMCG space in Thailand, with 8,000 actively buying retailers across the country which put us into a strong position for a future fundraising round

Team

We have a team together of Technology, Retail & Wholesale, Banking Service, Supply Chain & Logistic and eCommerce.



Disakul Waidee
CEO



Narit Junyanitat
Supply Chain Mngr.



Phaksiri Weerawichianphas
CTO



Janjira Senajorhor
Partner & Business
Development Mngr.

I'm Founder of Digix. We are a digital transformation consultancy and software development company. I've experience in IT in business for 20 years

And Narit, He's work as purchasing and warehouse manager at his wholesale business and he has expertise in retail and wholesale business for 30 years

Thank you

