




The Smartest Network Device

MARKET DEVELOPMENT

CASE STUDY

By

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| Introduction |
| Direct Competitions Analysis at Tokopedia |
| Top 10 Selling Network Component on Lazada |
| Networking Category Analysis at Tokopedia |
| Networking Tools Category Analysis at Bukalapak |

AGENDA

Introduction

- Network Adapter
- Powerline Adapter
- Router
- Switch
- Wireless Antenna
- Wireless Access Point
- Wireless Adapter
- Wireless Controller
- Wireless Range Extender



The Input–Process–Output Model

Input

Process

Output

I mined the data from Tokopedia and Bukalapak platforms. They could provide detail metrics such as:

- SKUs detail information
- Impression
- Quantity sold numbers

I analyzed the data

Insight

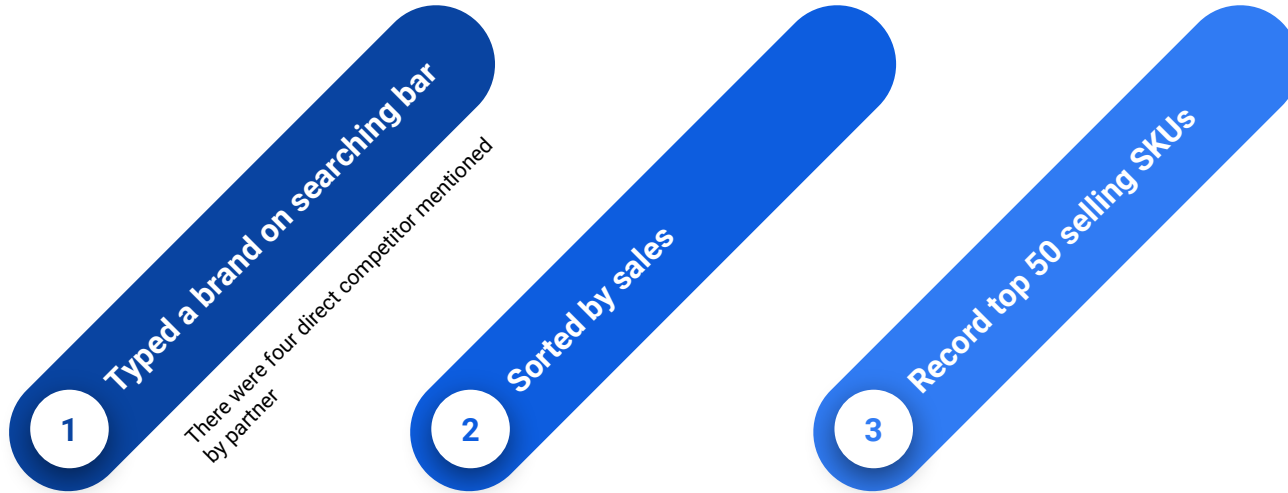


DIRECT COMPETITION ANALYSIS AT TOKOPEDIA

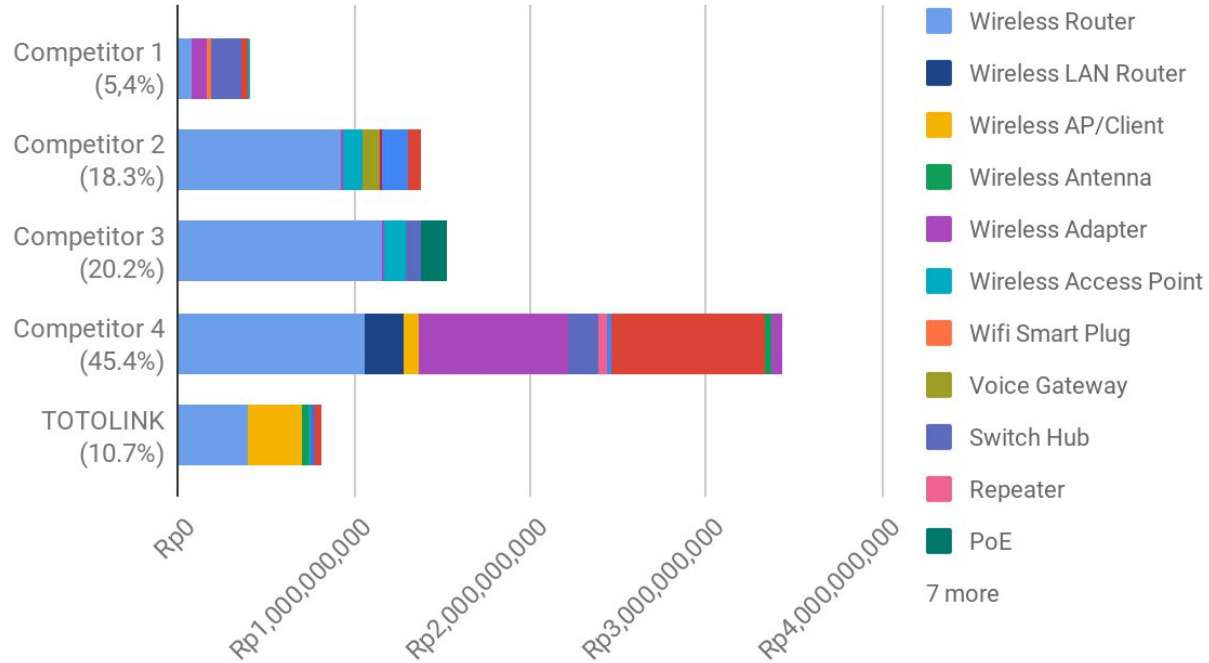
Until March 31, 2018



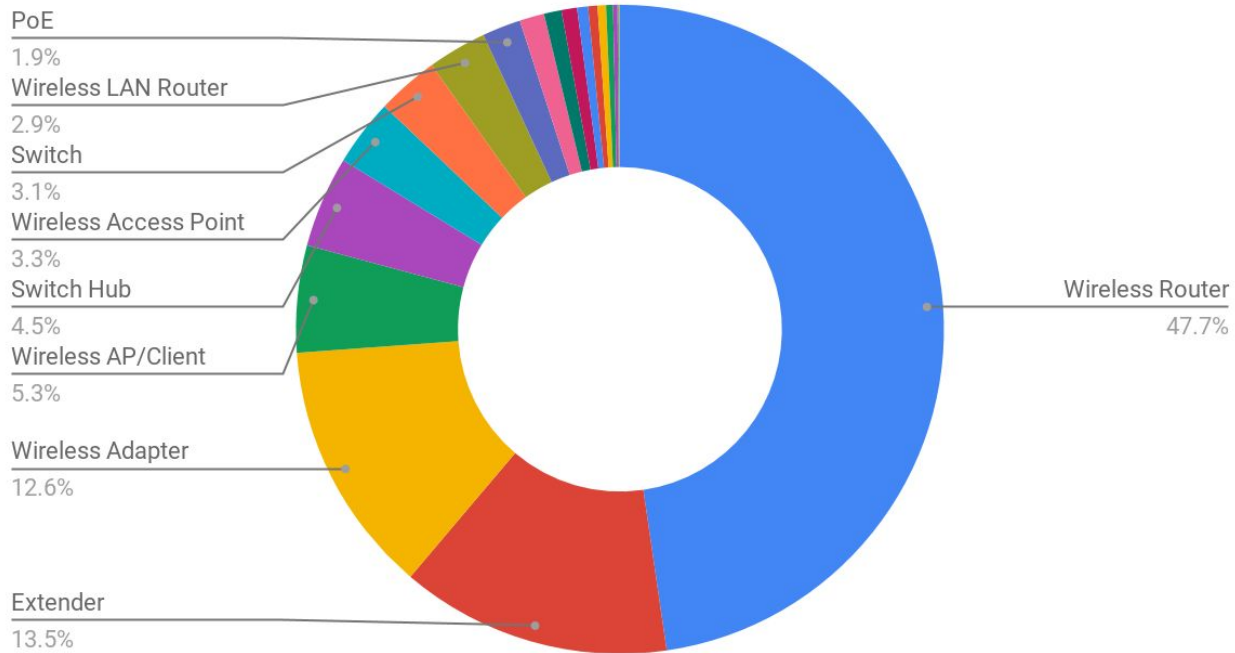
Methodology



Brand Performance



Product Type Shares



100%

Of top 10 selling network
component on Lazada were
MiFi



- There were 5 different brands on the list
- They are our indirect competitor



NETWORKING CATEGORY ANALYSIS AT TOKOPEDIA

Until March 31, 2018



Methodology

1

Opened Computer &
Accessories Category

2

Opened Networking
Subcategory

3

Sorted by sales


4

Recorded top 100 selling SKUs

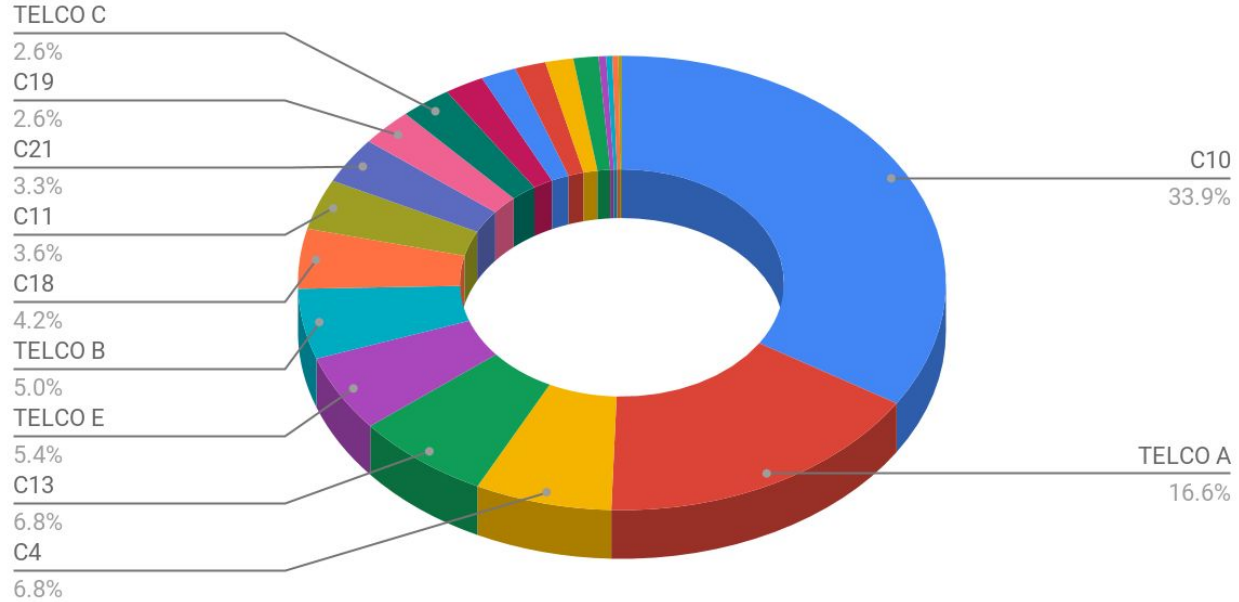


26,428,297,588 IDR

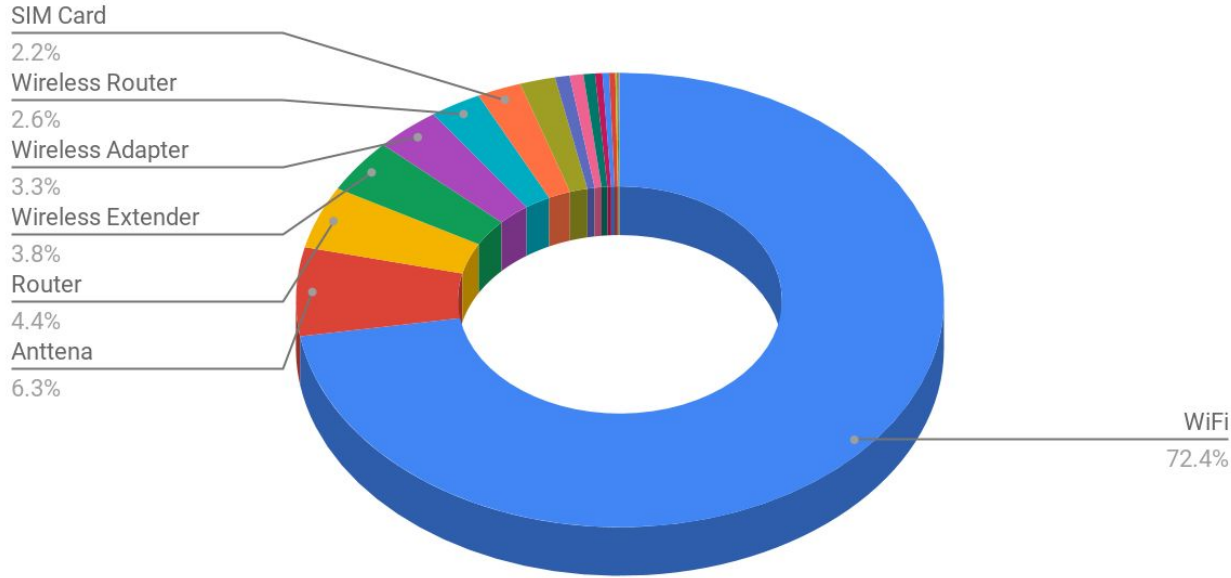
Total revenue of top 100 listed SKUs based on sales for Tokopedia Networking Category
until March 28, 2018



Brand Shares



Product Type Shares



Insights

- Our indirect competitor, C10, makes a strategic partnership with two different telecommunication companies in obtain to lead network industry
- Our indirect competitor, TELCO A, competed the market with their own WiFi and internet package
- WiFi dominated Tokopedia Networking Category market
- No Totolink direct competitor beat the WiFi market with strategic partnership like indirect competitor “A” does
- There is telecommunication company who has not sold their internet package within the bundling product



NETWORK TOOLS CATEGORY ANALYSIS AT BUKALAPAK

Until April 6, 2018



Methodology

1

Opened Computer &
Accessories Category

2

Opened Network Tools
Subcategory

3

Sorted by sales


4

Recorded top 100 selling SKUs

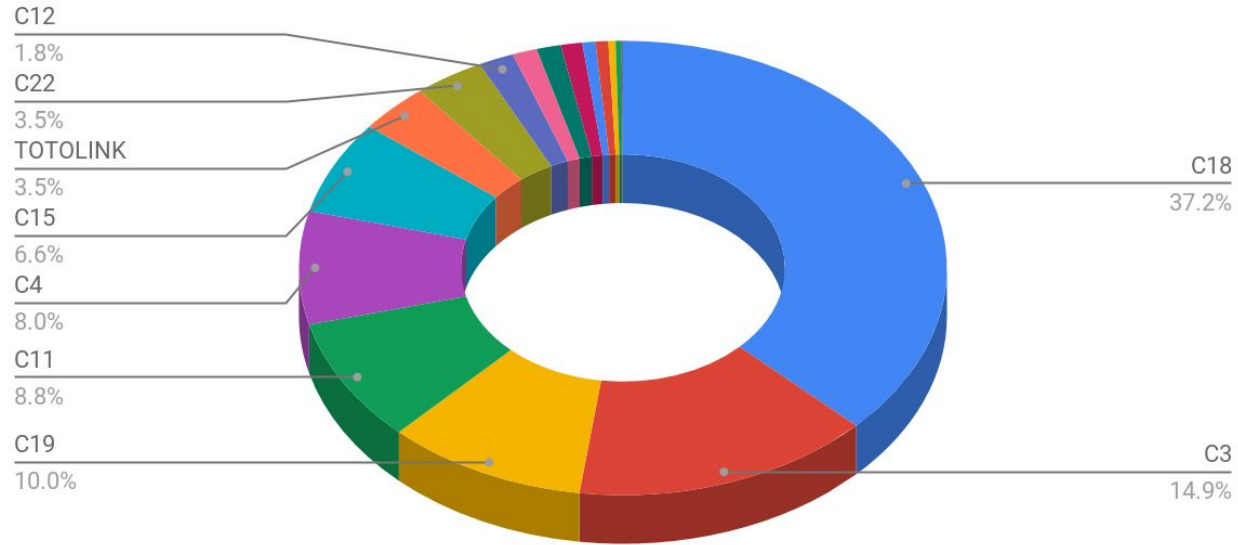


4,692,821,900 IDR

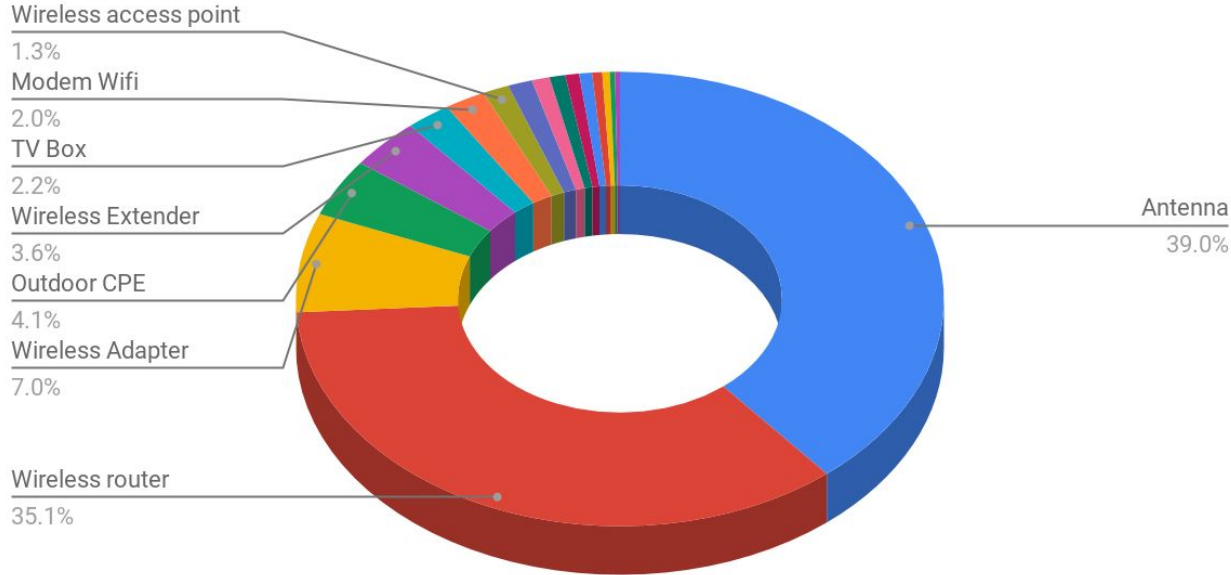
Total revenue of top 100 listed SKUs based on sales for Bukalapak Networking Tools
Category until April 6, 2018



Brand Shares



Product Type Shares



Insights

- Some direct competitors have their own unique strong positioning

THANK YOU!