Shopee

FEATURE REQUIREMENT
DOCUMENT OWNER: FURY OKTRIA PUTRA

BACKGROUND

Internet user in Indonesia (In Millions People)

92M (2015) 152M (2019)

GMV/Capita, 2019 [Indonesia]
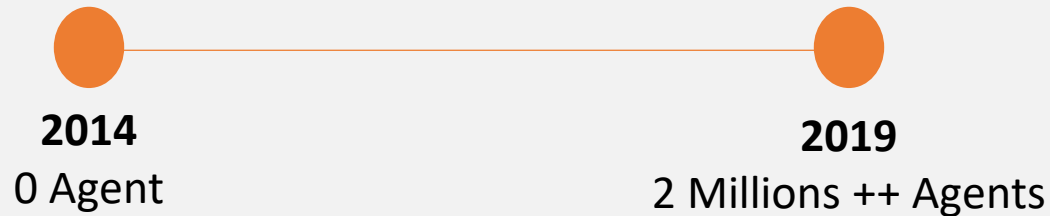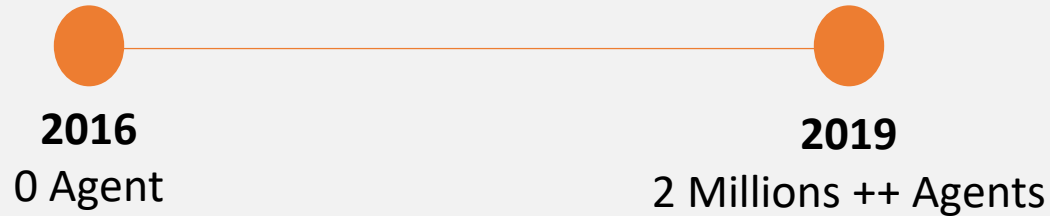
USD 103 USD 555

1. Internet user in Indonesia has **significant growth into 60% [2015-2019] and still growing up**
2. The difference is **more than fivefold**, amid **a wider gap** in **living standards** between those living in Metros and elsewhere

BACKGROUND

2016
0 Agent

2019
2 Millions ++ Agents

2014
0 Agent

2019
2 Millions ++ Agents

New comer
Financial Inclusive Start-Up (Payfazz & Grab Kios/Kudo)
That has focusing in Rural Area (Unbanked & Underbanked People)
With aggressive growth of agents since 2014 - present

Then, acknowledge Indomaret and Alfamart in rural area
with their offline branding (28,000++ store across Indonesia)

BACKGROUND

Consumers living in smaller cities and rural areas will benefit from having services they could not access before. For example, they will be able to buy products online that are not available in nearby stores at competitive prices.

Reference
E-conomy SEA 2019 by Google, Temasek, Bain & Company

PAIN POINTS

1. Difficult to access banking service (offline) in rural area to pay Shopee order (unbanked and underbanked people).

2. User's Address is not well-recognized by 3PL

3. Shipping cost is too expensive when delivery a product to rural area (across Indonesia)

92 Juta Penduduk Dewasa Indonesia Belum Tersentuh Layanan Finansial

Jumlah Penduduk Dewasa Indonesia yang Sudah dan Belum Tersentuh Layanan Finansial (2019)

Sumber : Google, Temasek, Bain & Company, Okt 2019

Banked : 42

Underbanked : 47

Unbanked : 92

Satuan : Juta Jiwa

OBJECTIVE & KEY RESULT

Objective:
1. Acquire new user outside metros area

Key Result:
1. New user acquisition

2. New payment method with payfazz and kudo

3. New address to delivered with payfazz, kudo, alfa, indomaret

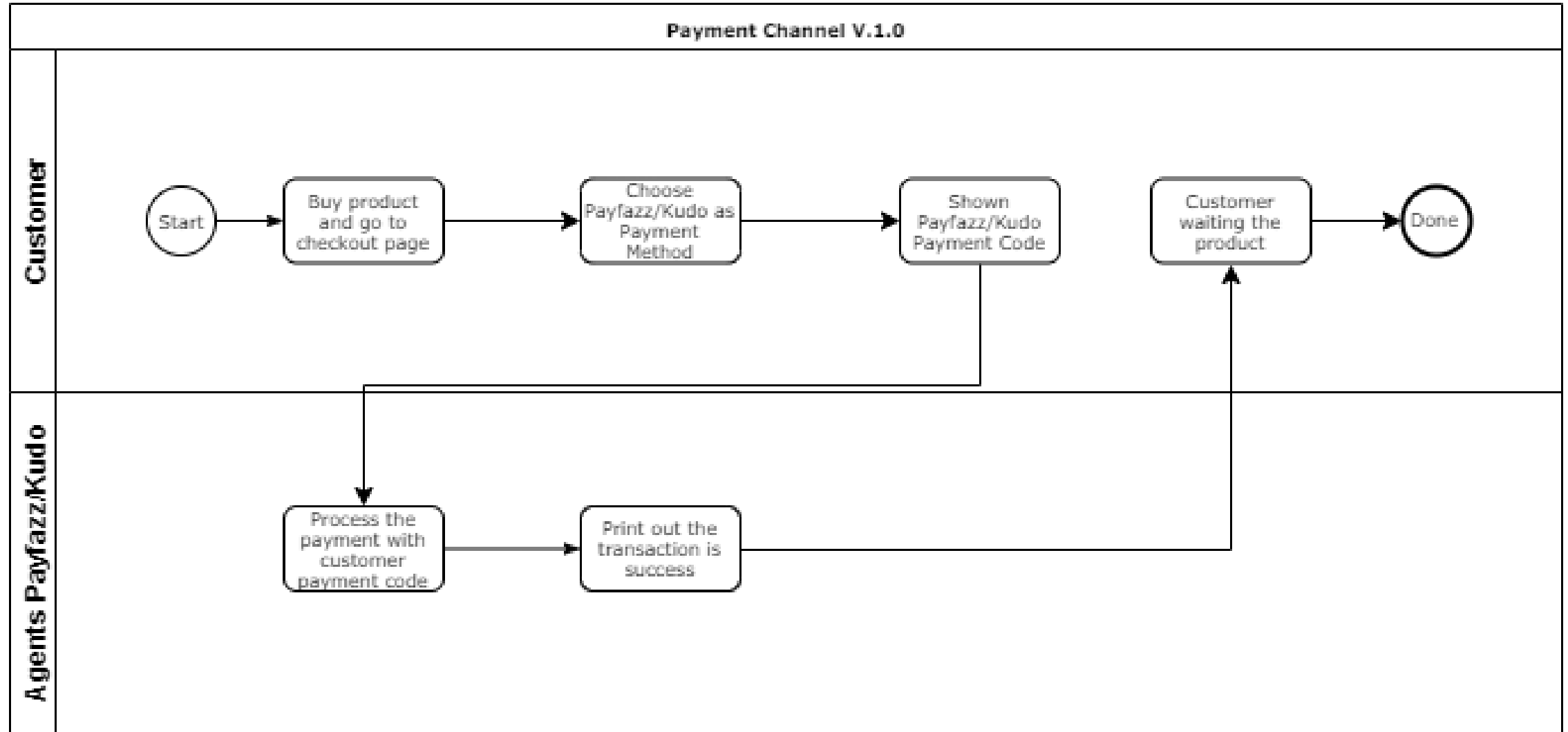# PROJECTS

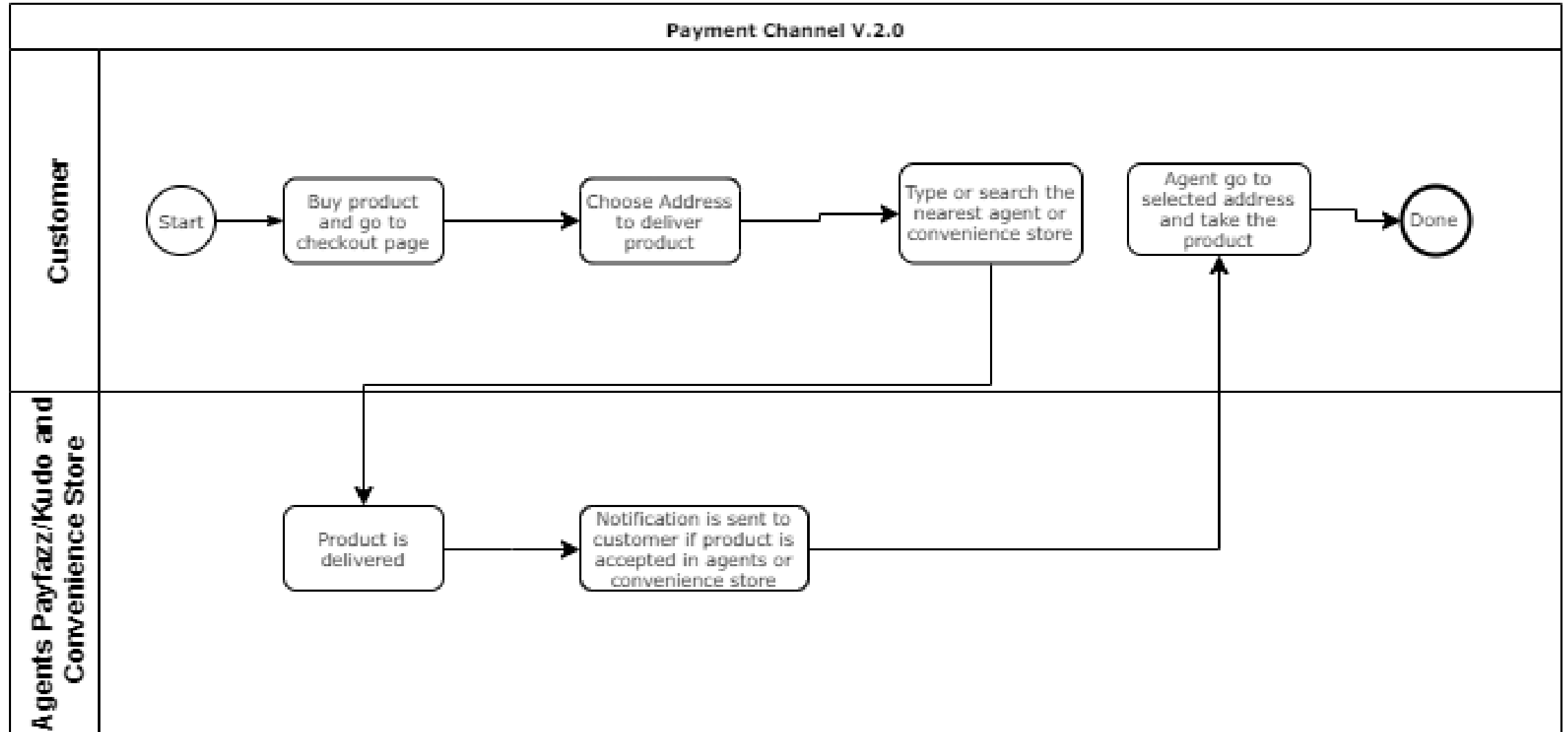SHOPEE PAYMENT CHANNEL V.1.0
[ADD PAYFAZZ AND KUDO AS NEW PAYMENT
METHOD]

SHOPEE PAYMENT CHANNEL V.2.0
[PAYFAZZ, KUDO, ALFAMART AND INDOMARET
AS HUB]

BUSINESS CONCEPT

Payment Channel V.1.0

Customer

Start → Buy product and go to checkout page → Choose Payfazz/Kudo as Payment Method → Shown Payfazz/Kudo Payment Code → Customer waiting the product → Done

Agents Payfazz/Kudo

Process the payment with customer payment code → Print out the transaction is success

BUSINESS CONCEPT

Payment Channel V.2.0

Customer
- Start
- Buy product and go to checkout page
- Choose Address to deliver product
- Type or search the nearest agent or convenience store
- Agent go to selected address and take the product
- Done

Agents Payfazz/Kudo and Convenience Store
- Product is delivered
- Notification is sent to customer if product is accepted in agents or convenience store

BENCHMARKING

Shopee

TAIWAN

CHECKOUT →

7 ELEVEN

7-11 IN TAIWAN:
1. HUB TO TAKE THE PRODUCT
2. PAYMENT CHANNEL

Reference
https://www.youtube.com/watch?v=aVmaC_bDBlI

BENEFITS

1. Increasing Shopee GMV and order significant (shopee perspective)
2. Acquiring new user (shopee perspective)
3. Lowering shipping cost (cust perspective)
4. Many option for payment (cust perspective)

CONCERNS

1. TRUSTWORTHY AGENT/CONVENIENCE STORE
2. HANDLING PRODUCT ON HUB
3. HANDLING TECHNICAL ISSUE AND COMPLAINS BETWEEN 3RD PARTIES AND SHOPEE
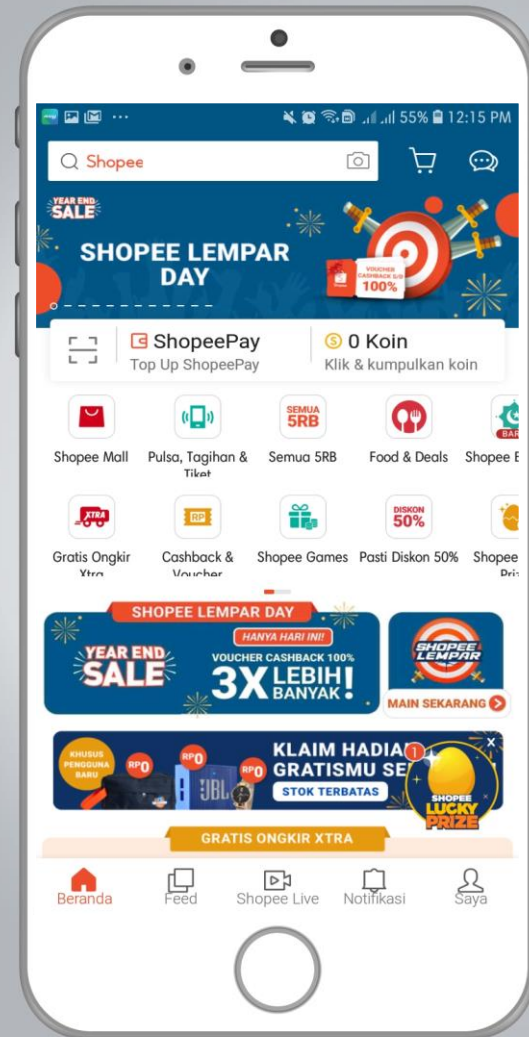
BUSINESS REQUIREMENT

1. NON-DISCLOSURE AGREEEMENT [BEFORE START TO IMPLEMENT PROJECT]
2. PKS [RELATED WITH BUSINESS AND TECHNICAL ALSO HANDLING COMPLAINS ISSUE]
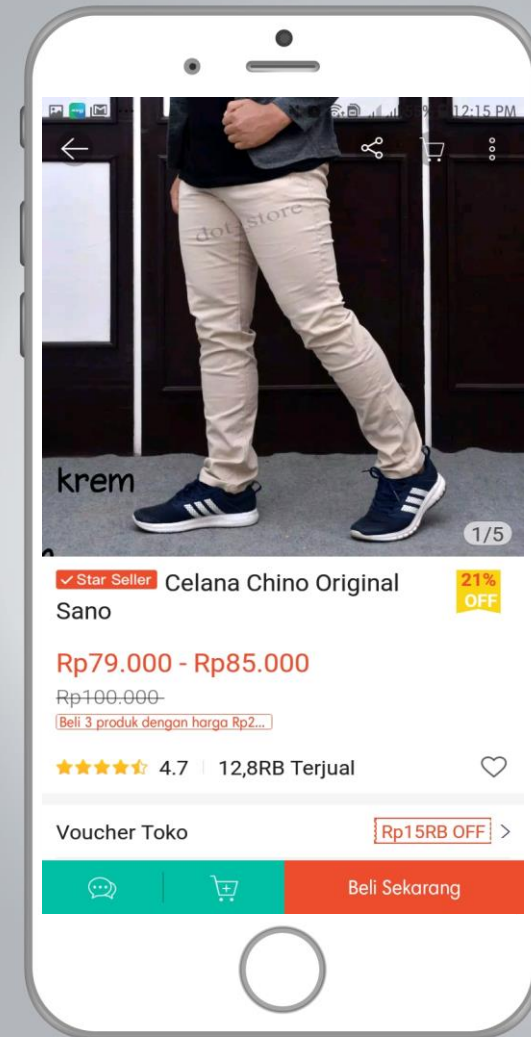3. API-DOCS FOR EACH PARTY

DESIGN :
SHOPEE PAYMENT CHANNEL V.1.0
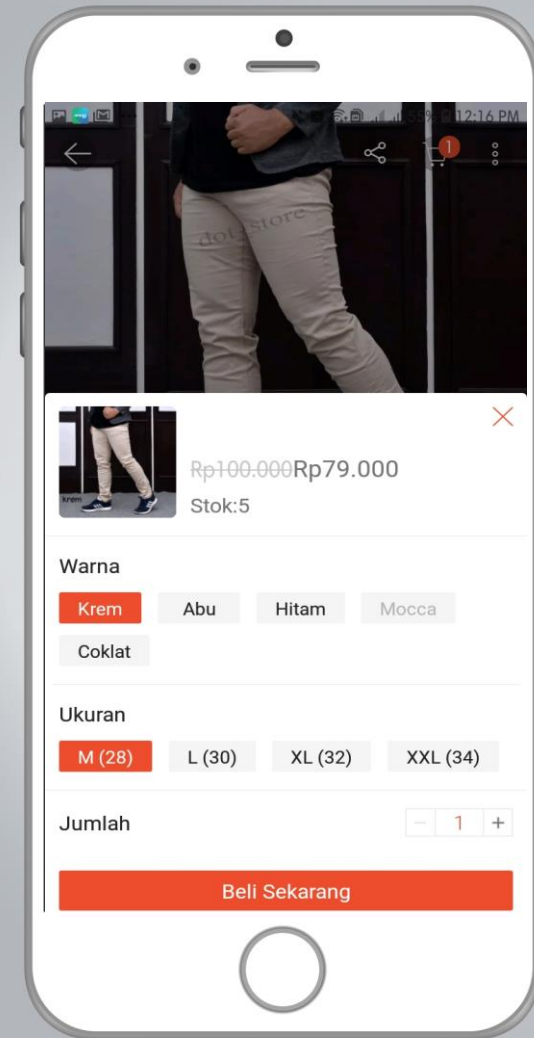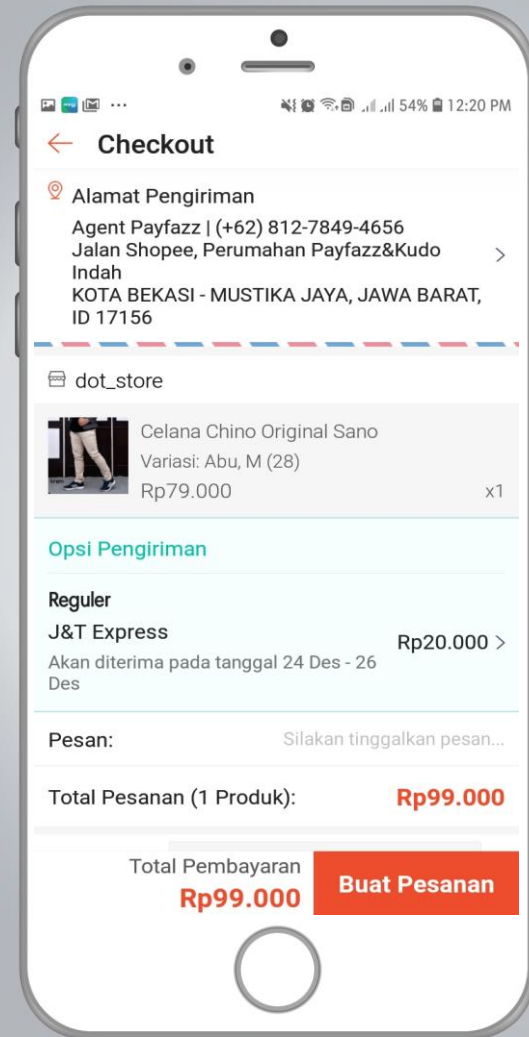[ADD PAYFAZZ AND KUDO AS NEW PAYMENT METHOD]
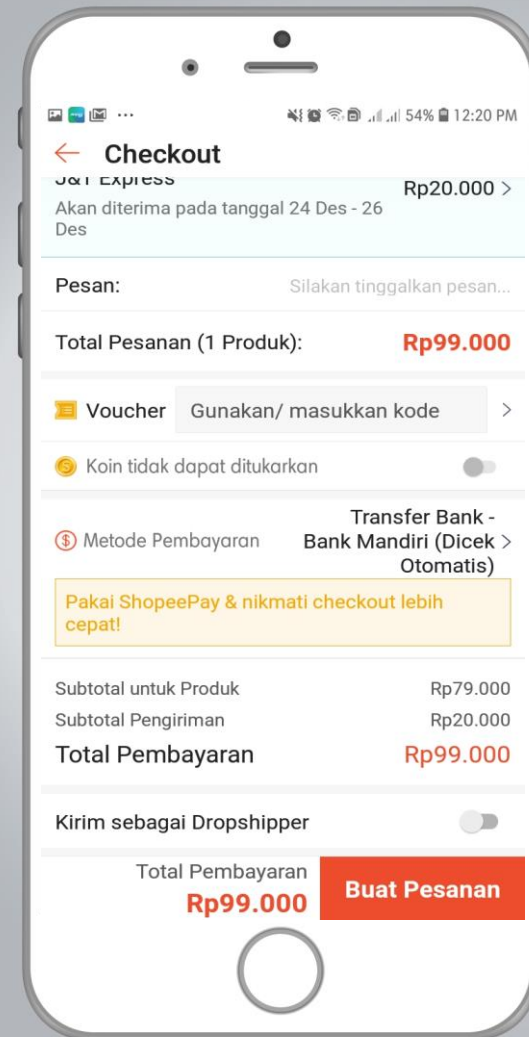
HOMEPAGE

CHOOSE STUFF THAT WE WANT TO BUY

CHOOSE STUFF THAT WE WANT TO BUY (2)

GO TO CHECKOUT PAGE

Checkout

📍 Alamat Pengiriman

Agent Payfazz | (+62) 812-7849-4656
Jalan Shopee, Perumahan Payfazz&Kudo
Indah
KOTA BEKASI - MUSTIKA JAYA, JAWA BARAT,
ID 17156

🏪 dot_store

Celana Chino Original Sano
Variasi: Abu, M (28)
Rp79.000   x1

Opsi Pengiriman

Reguler
J&T Express   Rp20.000 >
Akan diterima pada tanggal 24 Des - 26
Des

Pesan: Silakan tinggalkan pesan...

Total Pesanan (1 Produk):   **Rp99.000**

Total Pembayaran   **Buat Pesanan**
Rp99.000

CHOOSE PAYMENT METHOD

SCROLLING DOWN TO OUR NEW PAYMENTMETHOD

CHOOSE PAYFAZZ OR KUDO

Metode Pembayaran

Akulaku
Akulaku

Payfazz

GrabKios

KONFIRMASI

AFTER THAT WE GET PAYMENT CODE,
GIVE IT INTO PAYFAZZ OR KUDO AGENT
TO FULFILL THE PAYMENT PROCESS

DESIGN :
SHOPEE PAYMENT CHANNEL V.2.0
[PAYFAZZ, KUDO, ALFAMART AND INDOMARET AS HUB]

HOMEPAGE

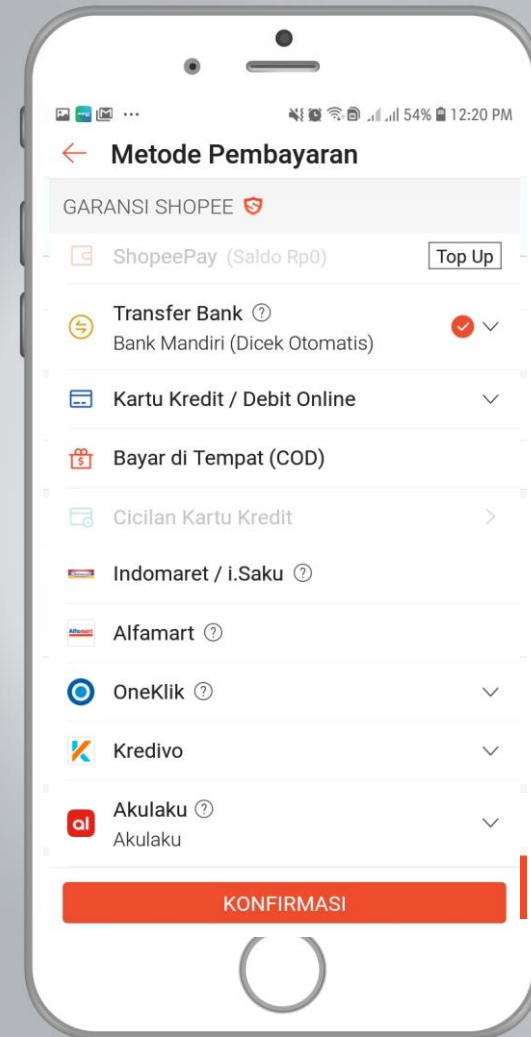# CHOOSE STUFF THAT WE WANT TO BUY

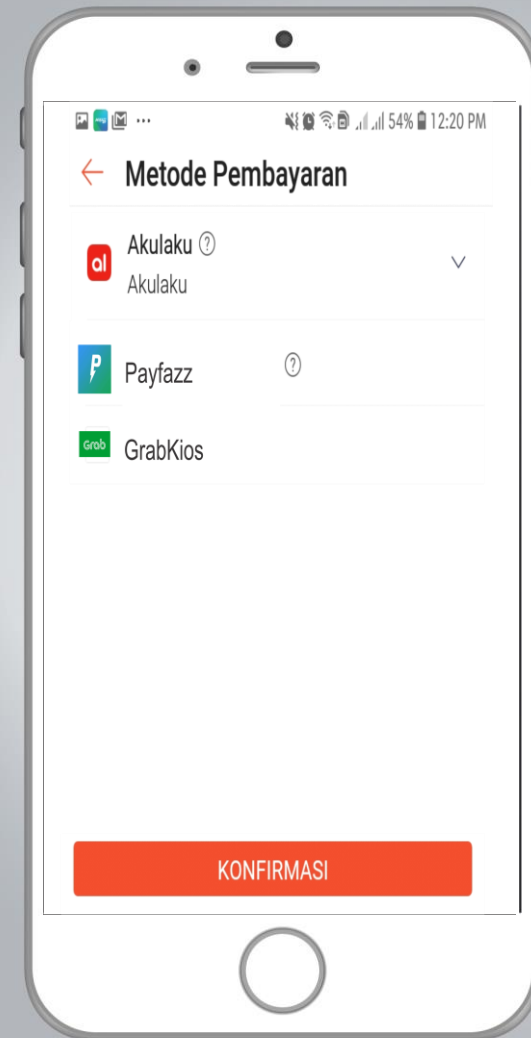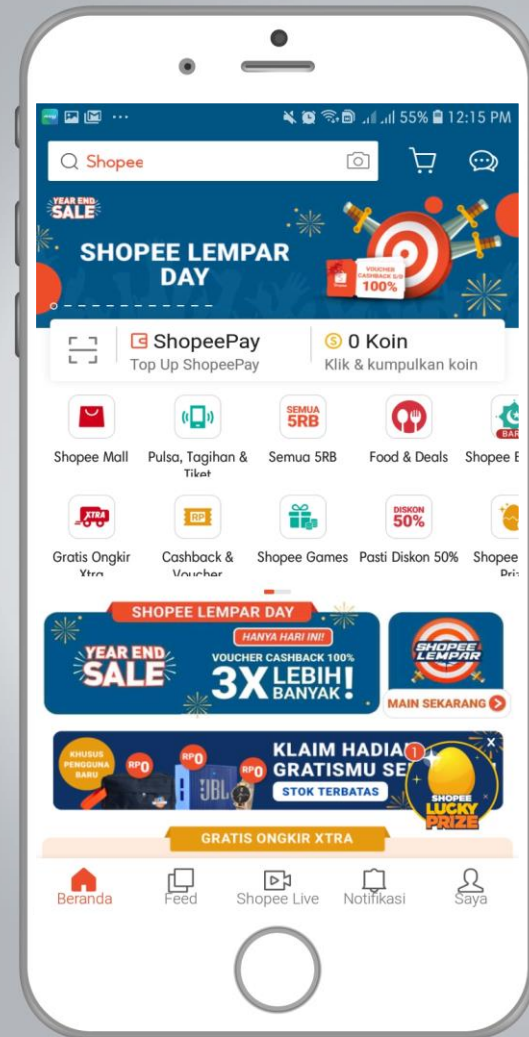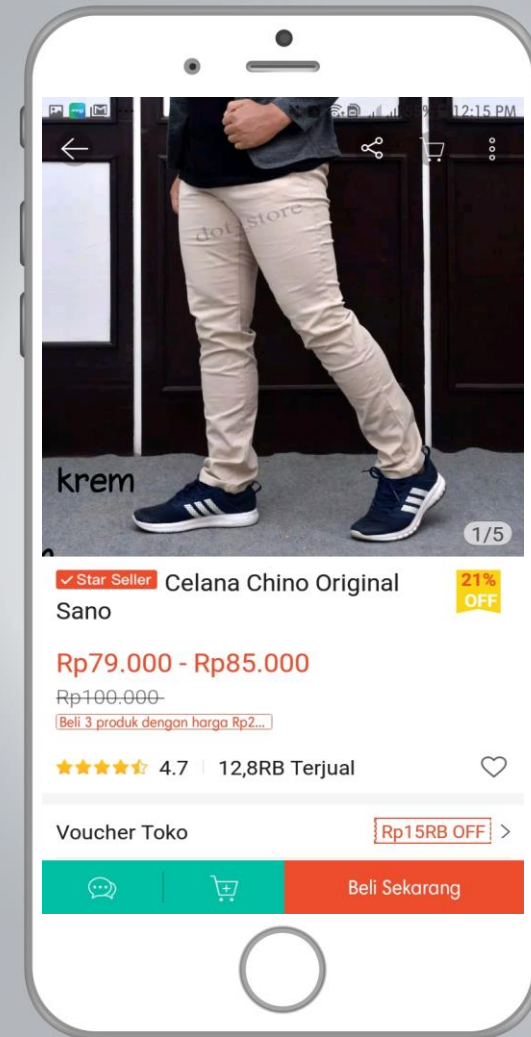# CHOOSE STUFF THAT WE WANT TO BUY (2)
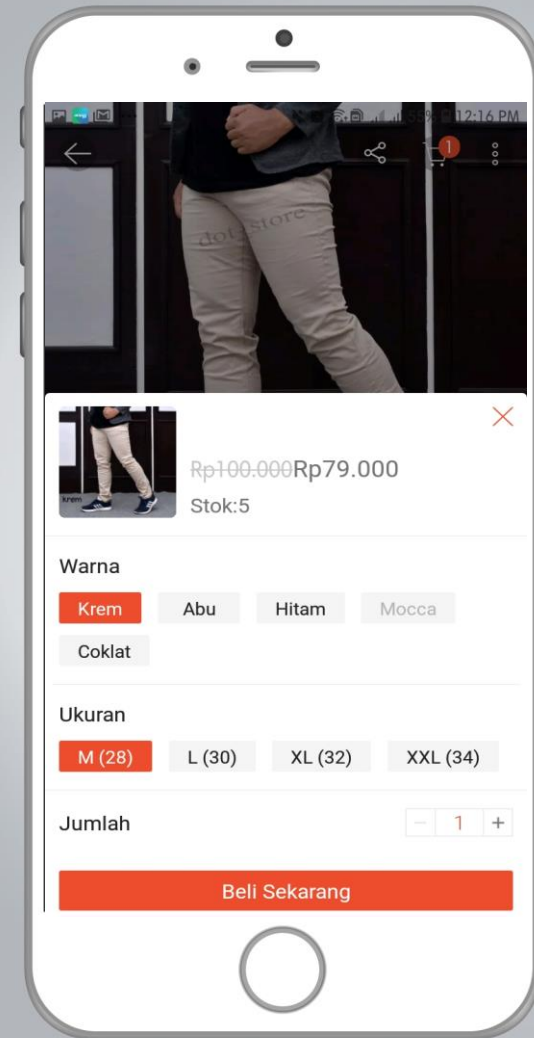
GO TO CHECKOUT PAGE
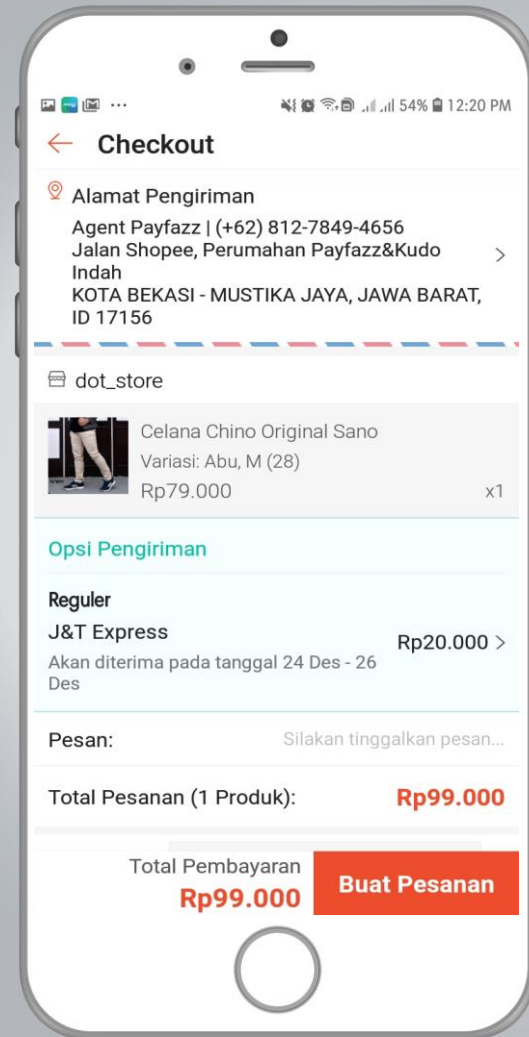
FULFILL NEW ADDRESS
[ALFAMART, INDOMART, PAYFAZZ, KUDO]

Alamat Baru

Nama	Agent Payfazz
No. Telepon	(+62) 81278494656
Provinsi	JAWA BARAT ›
Kota/Kabupaten	KOTA BEKASI ›
Kecamatan	MUSTIKA JAYA ›
Kode Pos	17156 ›

Alamat Lengkap
Nama gedung, jalan dan lainnya...

Jalan Shopee, Perumahan Payfazz&Kudo Indah

Jadikan Sebagai Alamat Pribadi

Pilih Lokasi
Khusus untuk Go-Send, GrabExpress dan
Shopee Express

KIRIM

OR WE CAN CHOOSE IN THE MAP,
LOCATION OF SELECTED ADDRESS OF ALFAMART, INDOMARET
, PAYFAZZ, OR KUDO
AS HUB TO TAKE YOUR PRODUCT

Shopee

IMPLEMENTATION PROJECT

IMPLEMENTATION SHOPEE PAYMENT CHANNEL V.1.0 [ADD NEW PAYMENT METHOD; PAYFAZZ AND KUDO]

1 **Set Early Discussion**
To Payfazz and Kudo

2 **Agree with NDA and PKS**
Included fee to Shopee, technical development constraint, marketing
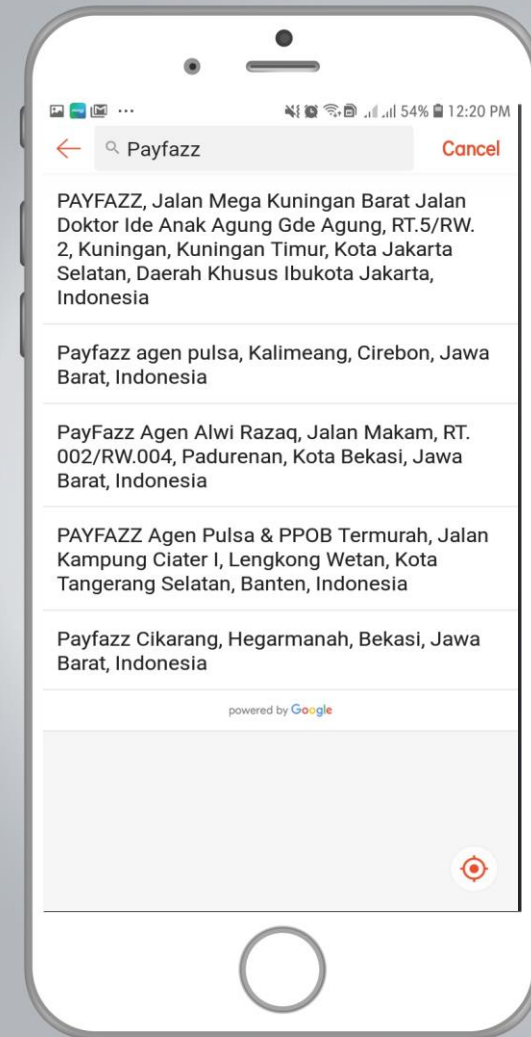
3 **Development Process**
In Shopee and 3rd Parties

4 **Testing**
For checking the issue that happen.

5 **Socialization**
Socialization to add new payment method to internal and external stakeholders

6 **Release**
Shopee add a new payment method in Shopee apps.

7 **Quarter Review**
For checking effectiveness and sustainability business both of them.

8 **Heading**
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

1 Set Early Discussion

To Payfazz, Kudo, Alfamart, Indomart

2 Agree with NDA and PKS

Included fee to Shopee, technical development constraint, marketing

3 Development Process

In Shopee and 3rd Parties

4 Testing

For checking the issue that happen.

5 Socialization

To Shopee internal and external stakeholders before we release the fetature

6 Release

Shopee can show location of Alfamart, Indomart, Payfazz, and Kudo on Shopee Apps. Also can be selected as address to send the product

7 Quarter Review

For checking effectiveness and suistainability business both of them.

IMPLEMENTATION SHOPEE PAYMENT CHANNEL V.2.0 [INDOMARET, ALFAMART, KUDO AND PAYFAZZ AS HUB TO TAKING CUSTOMER PRODUCT]