



COMMUNICATION
MATERIAL

PROFILE & EXPERIENCE



FURY OKTRIA PUTRA

LinkedIn

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Portfolio

<https://bit.ly/PortofolioFury>

Ralali.com

Handling Financial and Marketing area for 80% of Ralali.com total product

PAYFAZZ
AGEN

Maintain >70% of Payfazz GMV on Top-up Area

alterra

Serving >70 PDAM across Indonesia through ERP

EXPERIENCE TO DEVELOP DIGITAL PRODUCT ON B2B AND B2C PLATFORM



TEST CASE - PROBLEM

ADDRESSABLE PROBLEM

Propose a **Project/Product/Campaign** to boost Ninja Xpress shipment volume and the outlining plan specifically **on Mom and Baby product category**





TEST CASE - SOLUTION

PROJECT PURPOSE

Deliver Partnership Program between **Ninja Xpress as Third Party Logistic with Partner on Mom and Baby Product Area to drive 100% Growth Total of Product Shipping** (for Mom and Baby Product) at the end 2021 - (B2B Scheme).



BUSINESS MODEL



B2B Partnership Scheme with many partners especially on Mom and Baby Product Category that we propose for **Big, Medium and Small Business Scale**.

PARTNERSHIP PROGRAM		
Cargo — Box Car, Truck and Plane (For Big & Med)	Warehouse — Sharing Warehouse (For Big, Med & Small)	Shipping to end customer — Reg, COD, etc (For Big, Med & Small)



THE STAKEHOLDERS AND THE PREPATION THINGS

EXTERNAL STAKEHOLDERS

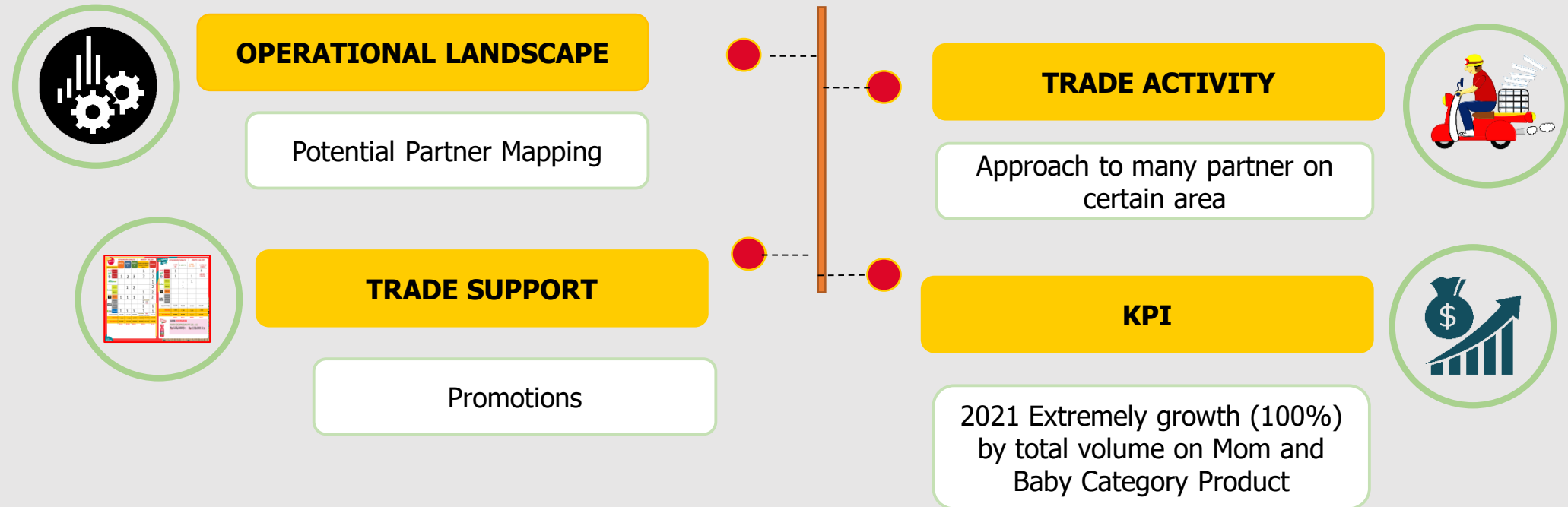
Scale of Business	Potential Partner/ Enterprise
Big	1.FMCG (e.g. Johnson&Johnson, Unilever Indonesia, Indofood Nutrions, Kalbe Nutrions, etc). 2.Furniture (e.g. Olympics, etc). 3.Baby Toys Manufacturer
Medium	Speciality Store, Minimarket (e.g Guardian, Indomaret, Alfamart, IKEA, etc.)
Small	Shippers who produce products in the mom and baby category with small-medium enterprise Scale.
Approach them with the Subscription method with certain duration Contract	

INTERNAL STAKEHOLDERS

Role	Main Task
Operations	Ensure the warehouse and the transportations
Sales	Approach many partners
Marketing	Promotions activity
Legal	Contract issue



GO-TO MARKET STRATEGY





THANK YOU!