



Shopee

COMMUNICATION MATERIAL

DOCUMENT OWNER: FURY OKTRIA PUTRA



Shopee

INTRODUCTION

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]**



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



BENCHMARKING



TAIWAN

CHECKOUT



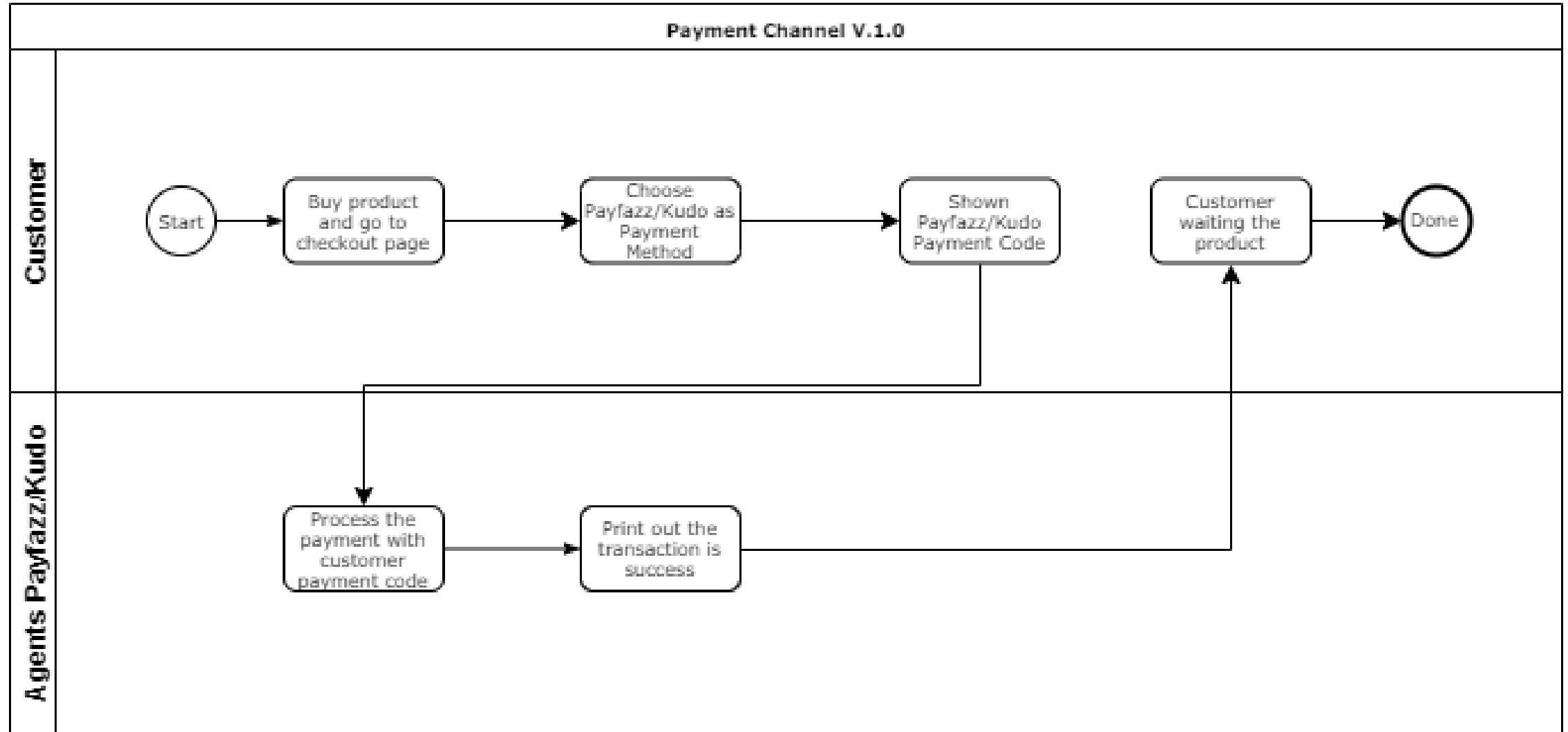
7-11 IN TAIWAN:

- 1. HUB TO TAKE THE PRODUCT**
- 2. PAYMENT CHANNEL**

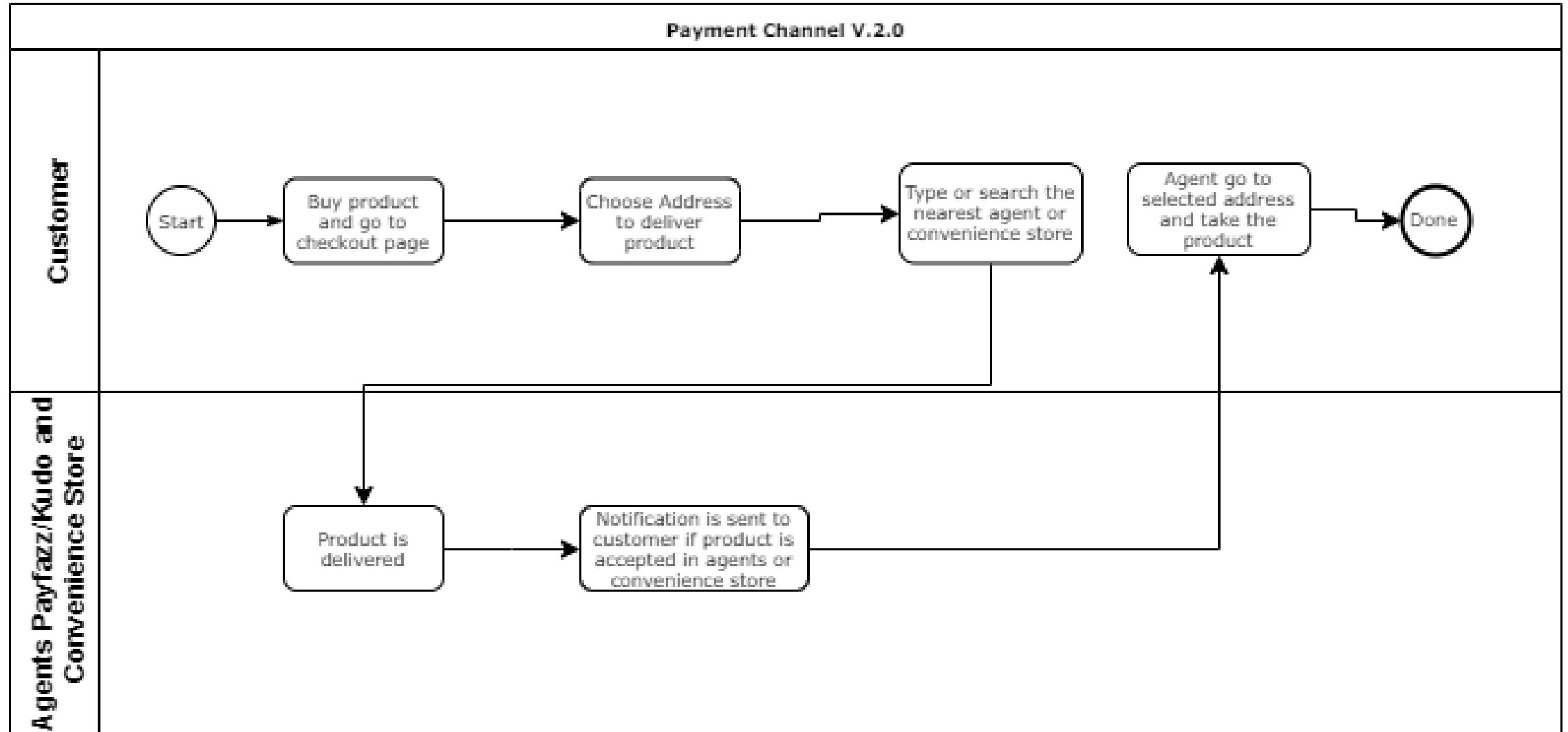
Reference

https://www.youtube.com/watch?v=aVmaC_bDBII

BUSINESS CONCEPT



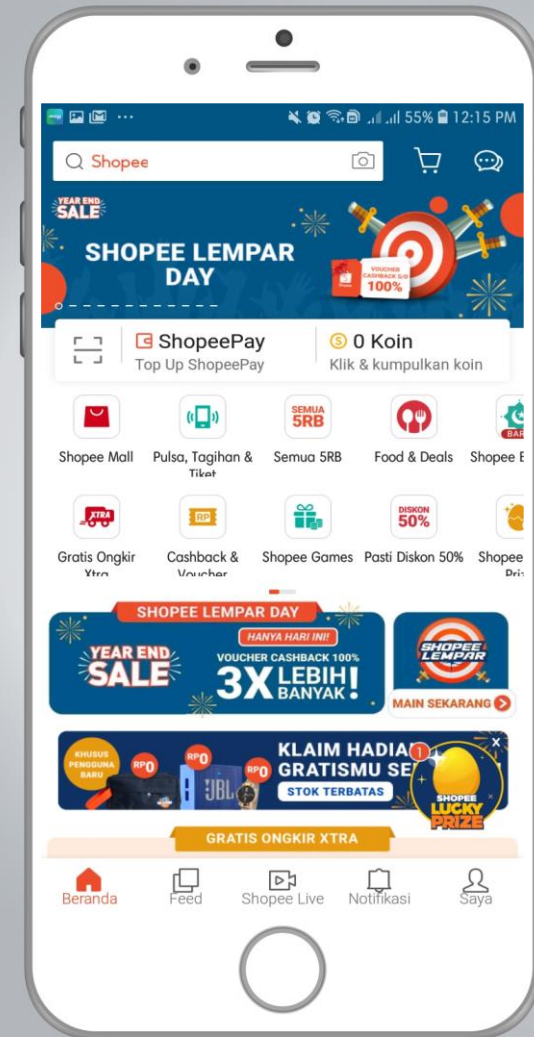
BUSINESS CONCEPT



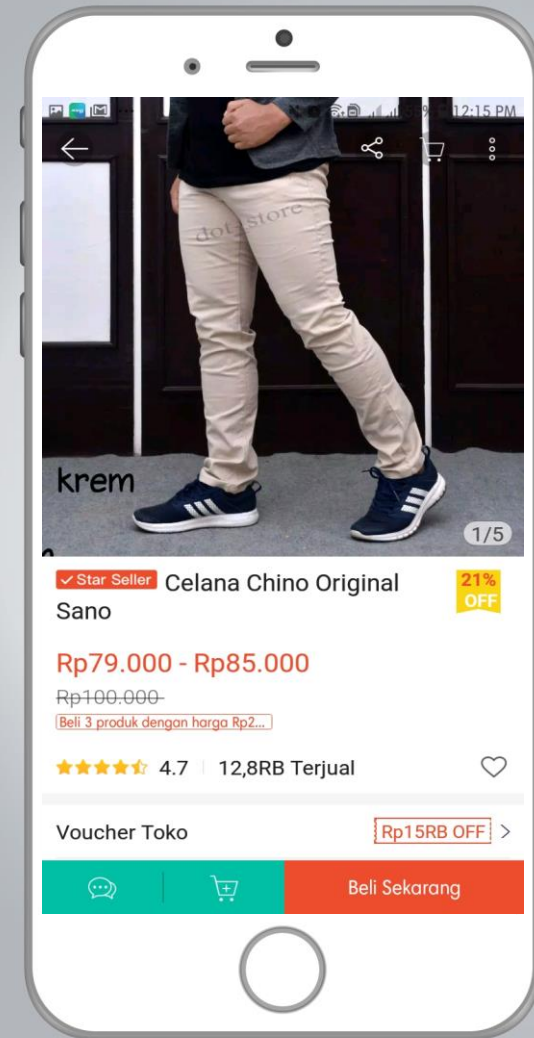
**DESIGN :
SHOPEE PAYMENT CHANNEL V.1.0
[ADD PAYFAZZ AND KUDO AS NEW PAYMENT METHOD]**



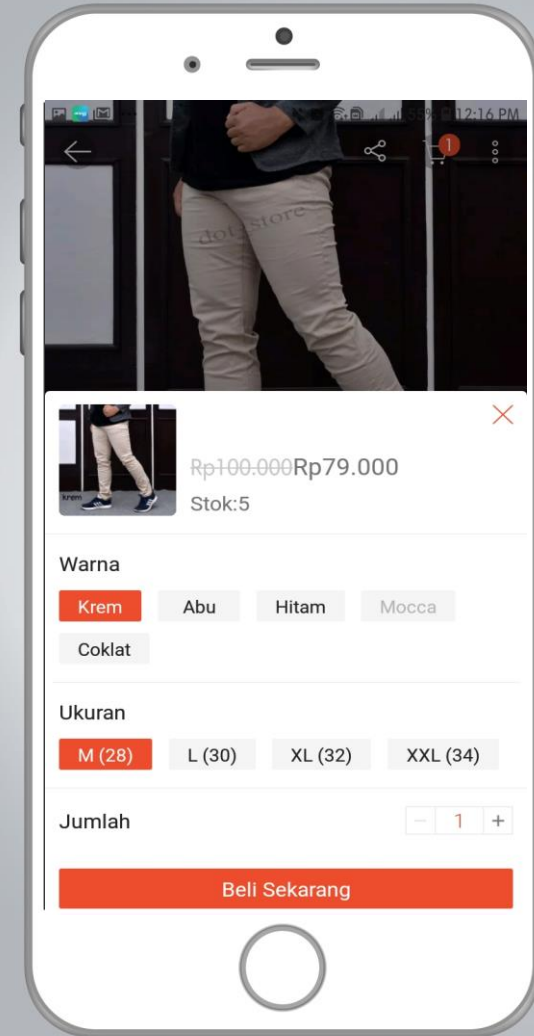
HOMEPAGE



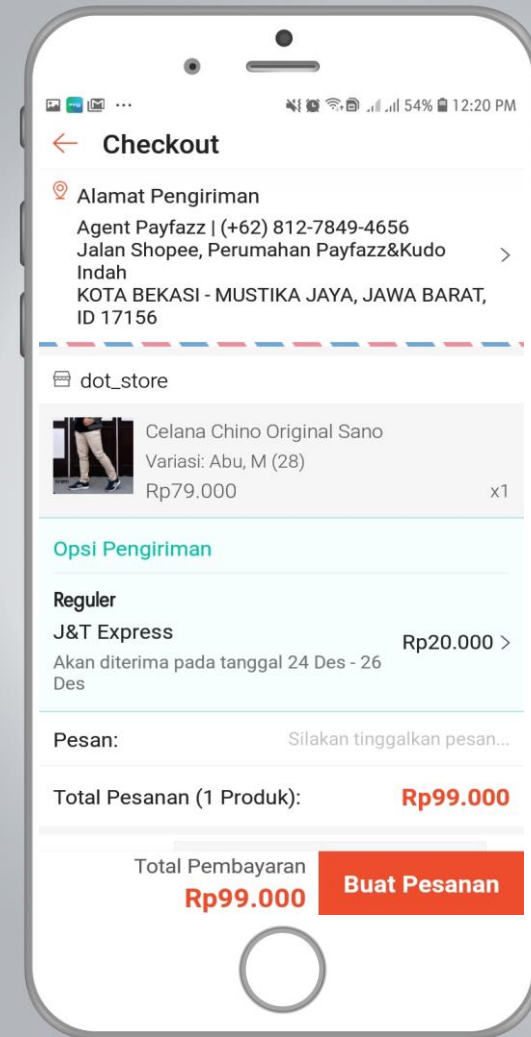
CHOOSE STUFF THAT WE WANT TO BUY



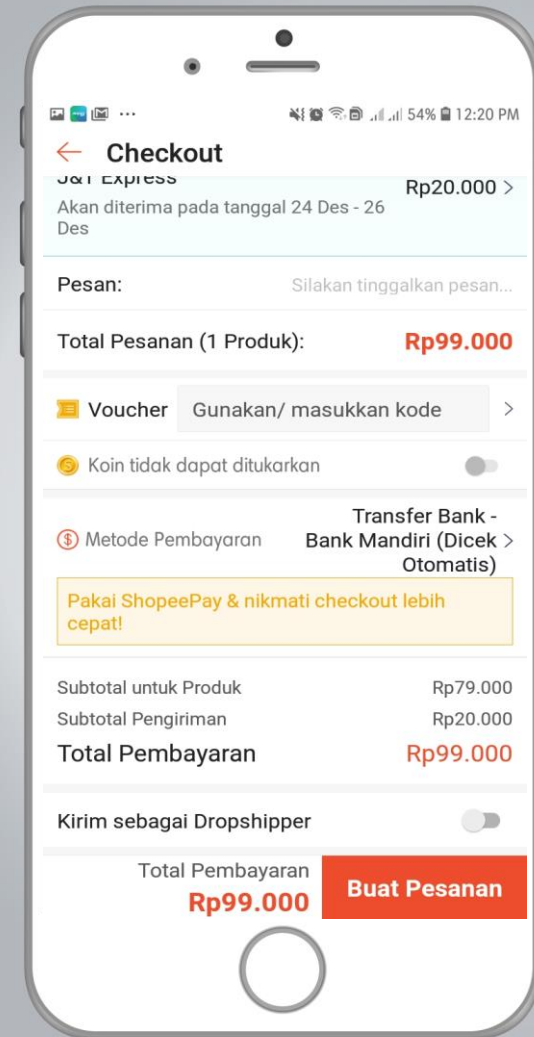
CHOOSE STUFF THAT WE WANT TO BUY (2)



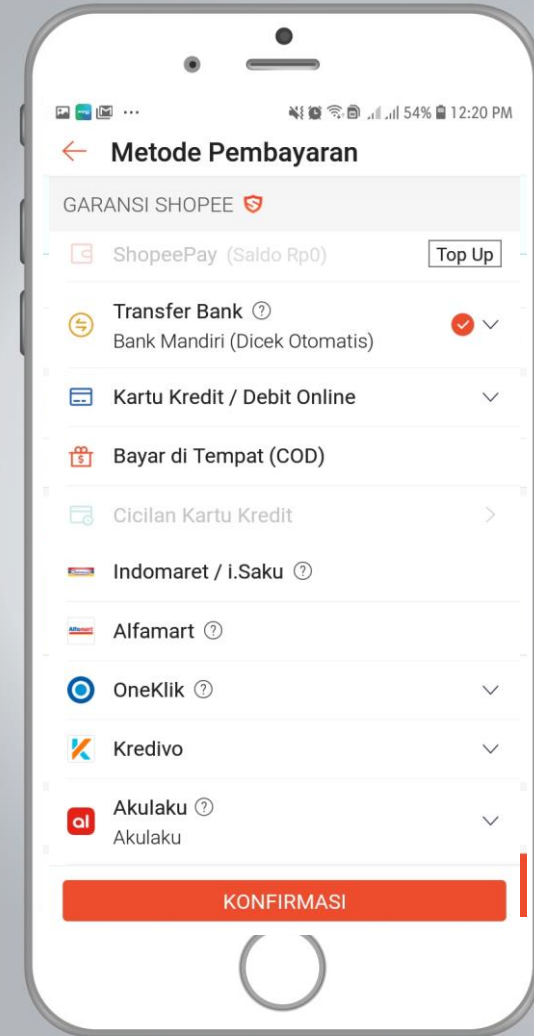
GO TO CHECKOUT PAGE



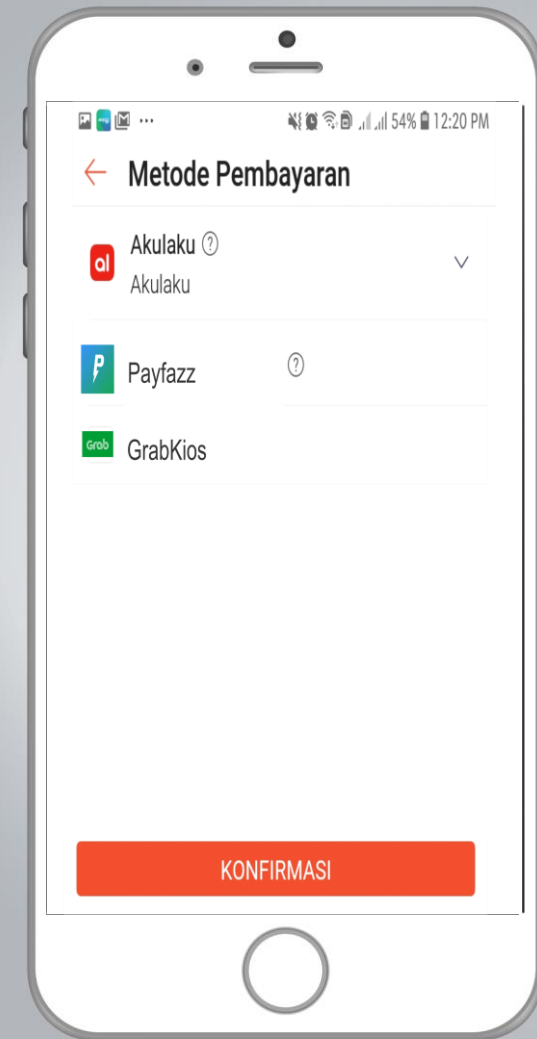
CHOOSE PAYMENT METHOD



**SCROLLING DOWN TO
OUR NEW PAYMENTMETHOD**



CHOOSE PAYFAZZ OR KUDO



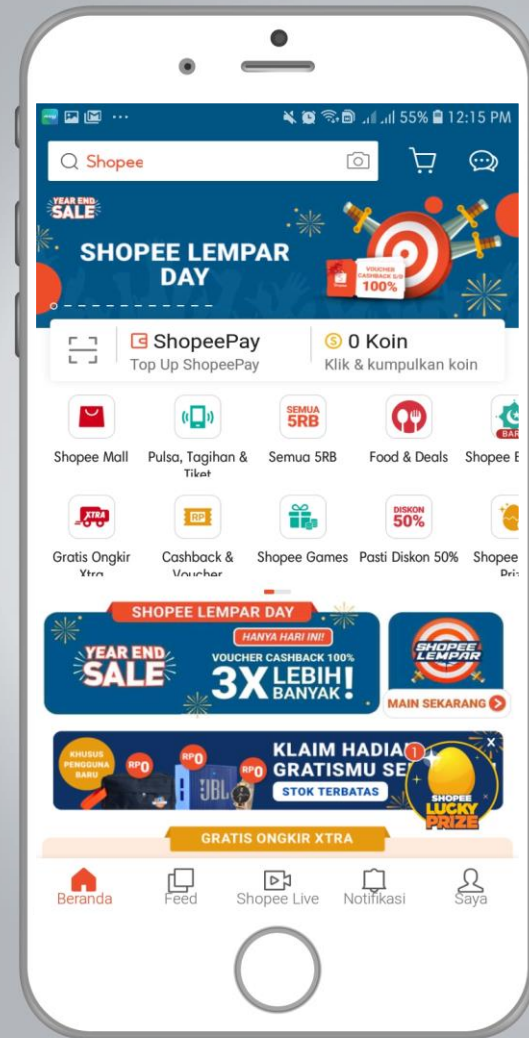
**AFTER THAT WE GET PAYMENT CODE,
GIVE IT INTO PAYFAZZ OR KUDO AGENT
TO FULFILL THE PAYMENT PROCESS**



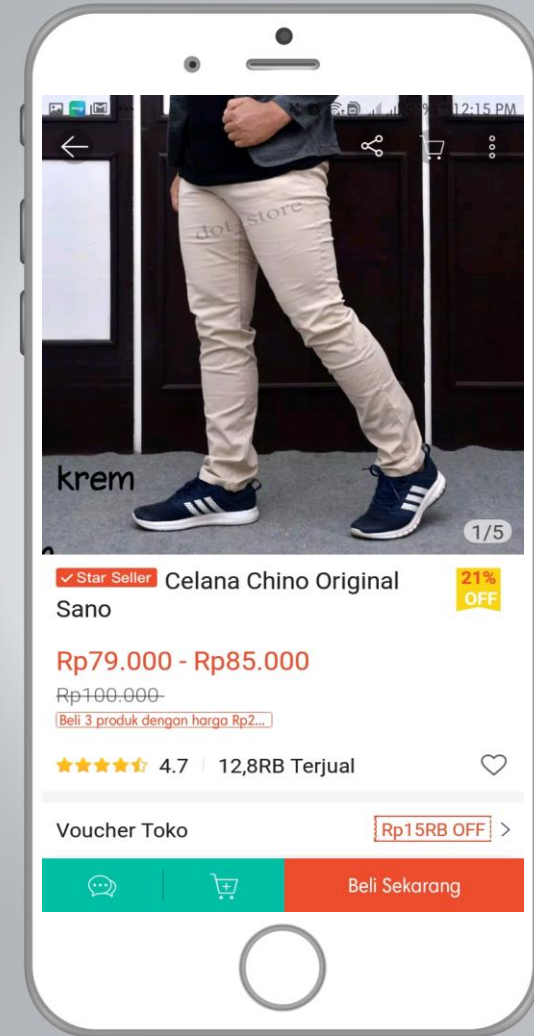
**DESIGN :
SHOPEE PAYMENT CHANNEL V.2.0
[PAYFAZZ, KUDO, ALFAMART AND INDOMARET AS HUB]**



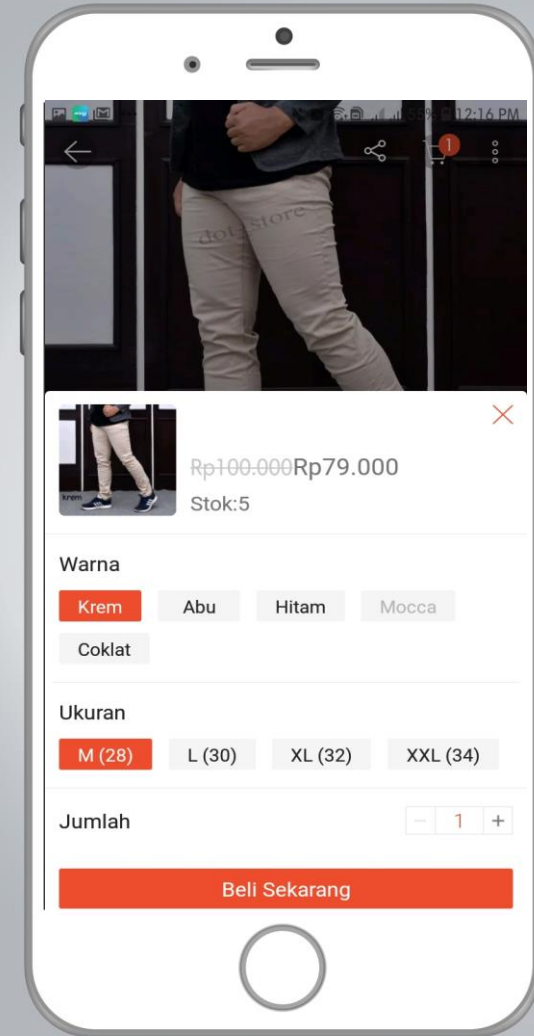
HOMEPAGE



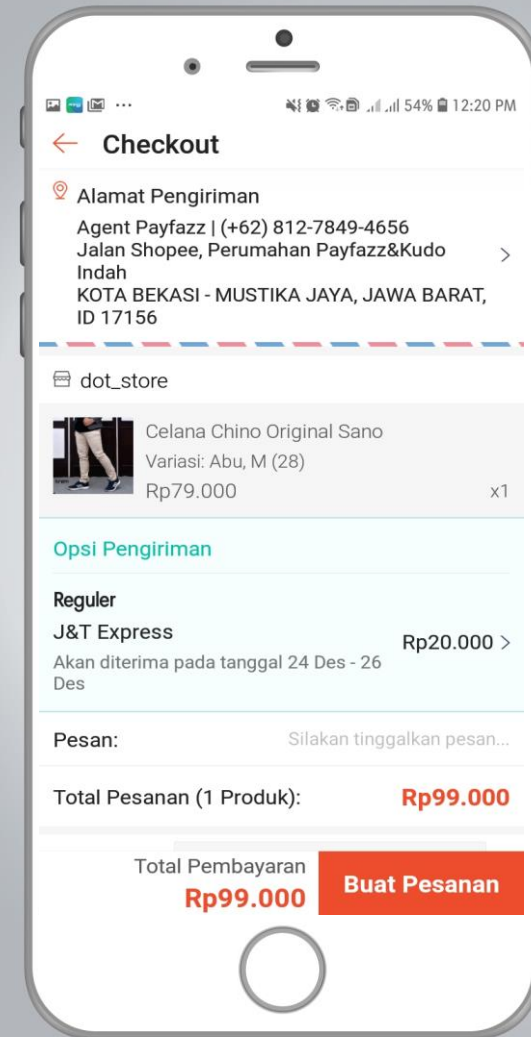
CHOOSE STUFF THAT WE WANT TO BUY



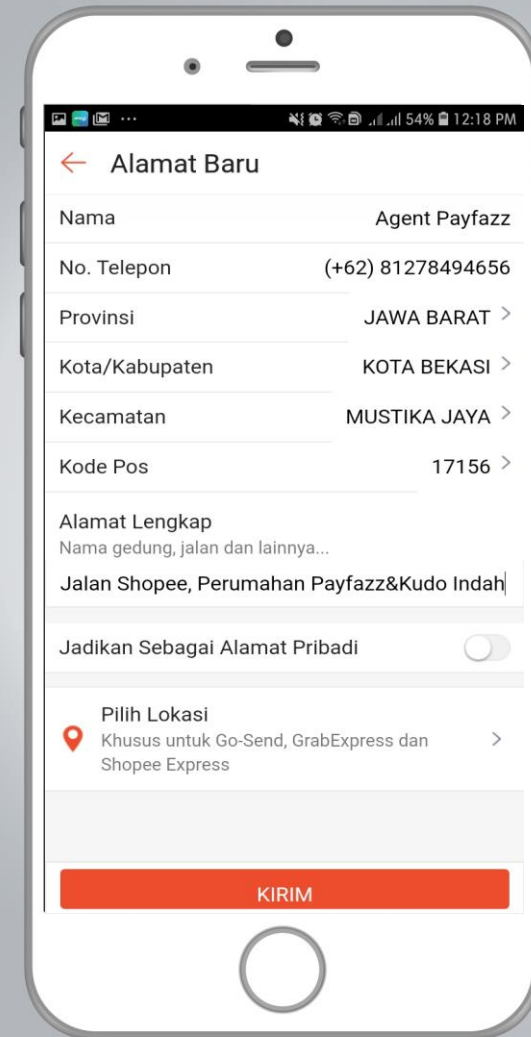
CHOOSE STUFF THAT WE WANT TO BUY (2)



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 >

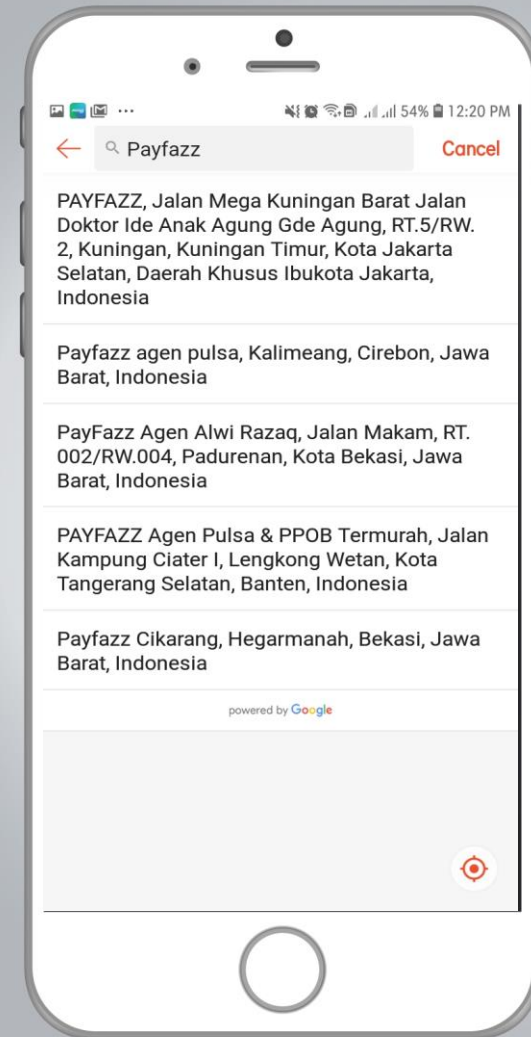
Alamat Lengkap
Nama gedung, jalan dan lainnya...
Jalan Shopee, Perumahan Payfazz&Kudo Indah

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**



ANY CONCERNS?