Document Version	1.0.0
Project Name	**Lion Parcel Fleet Tracking Project**
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Document Purpose	APM Test - Fury Oktria Putra

BACKGROUND & GOALS
Background of this initiatives
- Currently, the fleet is being tracked by GPS.
- The GPS is installed by vendor's (Third Party Collaboration)
- But the transporter is not cooperating since they don't have the GPS or, they don't see the value of GPS or they don't trust Lion Parcel.
- The impact is, the visibility of Lion Parcel's fleet is not 100% well-tracked since the transporter just registers their fleet before they do the assignment.

Goals
Achieve 100% visibility of fleets

WHO'S IT FOR?
We define the strategy specifically based on the user target that we have already designed. The application of these strategies later will be impacted based on priority level. The data is shown below.

Table 1. **Strategy Target**

Priority Level	Target of User
Urgent	Existing transporter with existing fleet who have already registered in Lion Parcel
Not Urgent	New upcoming transporter and fleet.

WHAT IS IT?

Based on the priority level from the user target. We will determine several strategies to achieve the outcome.

Table 2. **List of Strategies**

Project Scope	List of Strategies	Urgency Level
Legal Contract	1. Enforce the rules that already mentioned on legal contract or, 2. If the contract is not stated about GPS usage and rules about the GPS, make an addendum in the legal contract to put another verse if the GPS should be installed and used during the assignment or not, and put the penalties concerning (3 steps or legal notice before legal revocation). 3. If there is no contract between Lion Parcel, Fleet and Transporter in the existing condition, make a legal contract and put the concern about GPS and penalties if they do not comply with the rules.	**High**
Partnership	Make a collaboration partnership with another business entity who runs the business on trucking sectors, supposedly like Kargo Technologies and Deliveree. So we could put our trust directly to these companies to ensure 100% visibility of their fleet and transporter.	**Mid**

BRAINSTORM IDEAS

Table 2**. Brainstorm ideation for discuss with internal stakeholders**

Stakeholders	Concern
Legal Team	1. Refers back to the legal contract for the existing transporters, fleets and partners, push the compliance based on the legal contract or, 2. Addendum the legal contract if our concern is not clearly stated in the legal contract or, 3. Make a legal contract if there is no contract between Lion Parcel and these partners.
Operations Team	1. Always reminding frequently to the transporters to always use the GPS so Lion Parcel could track them easily.
Engineer Team	Prepare the technological ability, and existing conditions if we want to engage partnership with Kargo Technologies and Deliveree. Preparation about the 1. Dashboard for tracking partners fleets. 2. Connection between Kargo Technologies and Deliveree with Lion Parcel (API-Connection).
Strategy team	Thinking about the visibility business when we engage in partnerships with trucking companies, or individuals partners.

STRATEGY INSPIRATION



Pict 1. **Kargo Technologies**

As the company that has trucking and delivery services, Kargo Technologies provide some services:

1. Ship smarter with complete visibility because the real-time data for more efficient warehouse operations.
2. Instant availability with clear, upfront pricing so we could gain access to nationwide network of high quality trucks.
3. Service to help us deliver peak efficiency with one Account Manager to support all our needs.

So we could focus on our business as the 3PL (Third Party Logistics) to deliver many typical products.
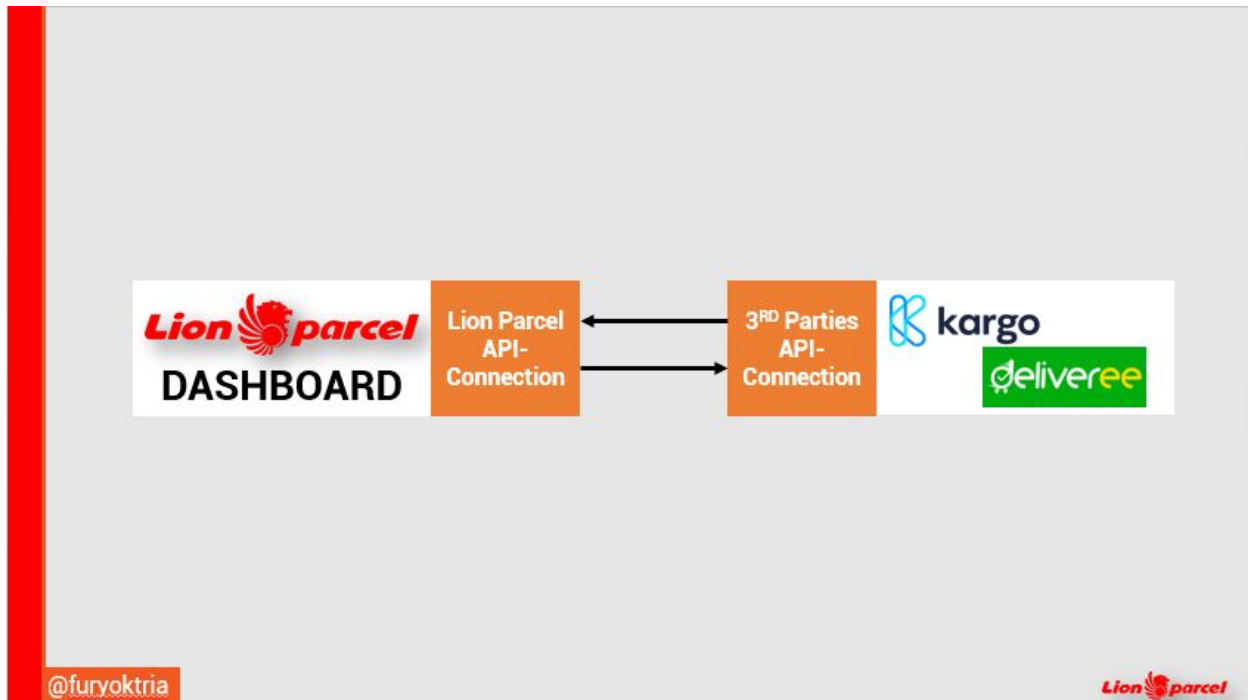
BUSINESS WORKFLOW
Legal Contract
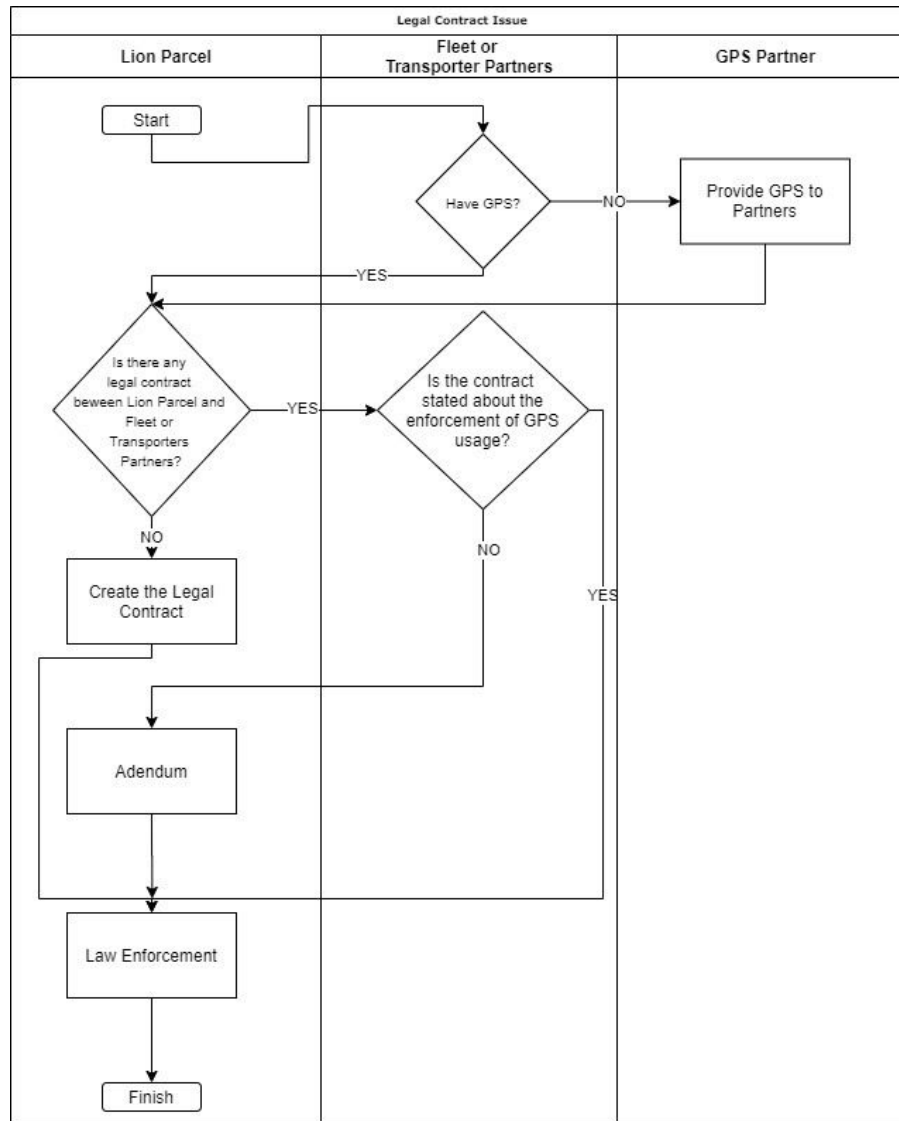
Based on this flowchart, the concern is about how to make a strong law enforcement for the partners so they could comply based on the legal contract.

Pict 2. **Legal Contract Flow**

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Pict 3. **Business Flow to engage with Partners**

The key point is:

1. The visibility fleet will be easily tracked in Lion Parcel dashboard since we could track Kargo Technologies or Deliveree fleets with API-connections.
2. One way communication, directly to the representative account manager when we have a problems.

POST LAUNCHED STRATEGY

- Gain perspective from the partners, about our strategy proposals.
- Discuss to stakeholders for the next improvement.
- Tracking frequently in a period time to make sure we could achieve our successful metrics.

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