



## Overview Brazilian Ecommerce (01/2017 - 08/2018)

Revenue

15,901,742.15

Total end customer

96,211

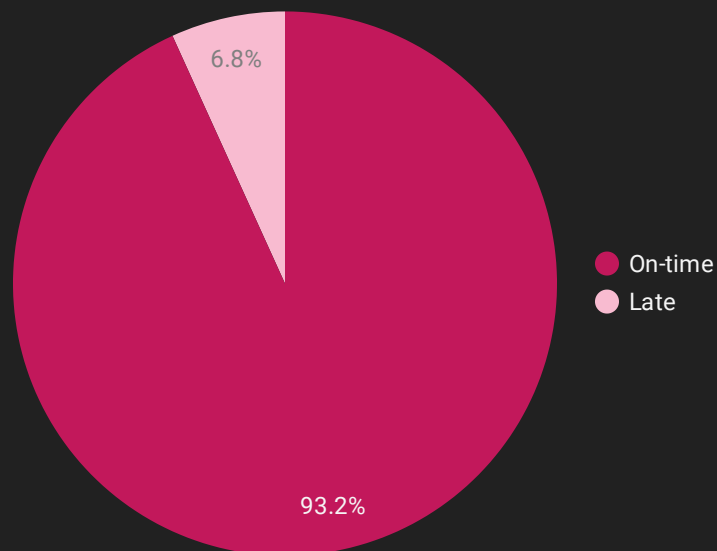
Total seller

2,945

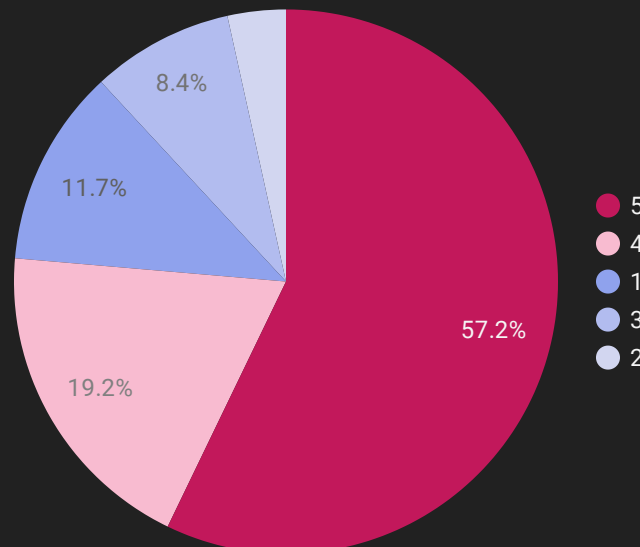
Total order

114,704

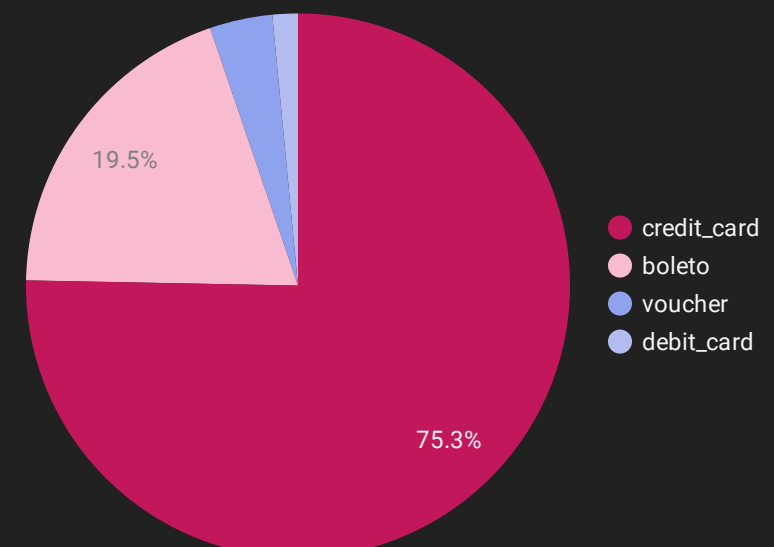
Delivery status



Customer satisfaction (Rating)



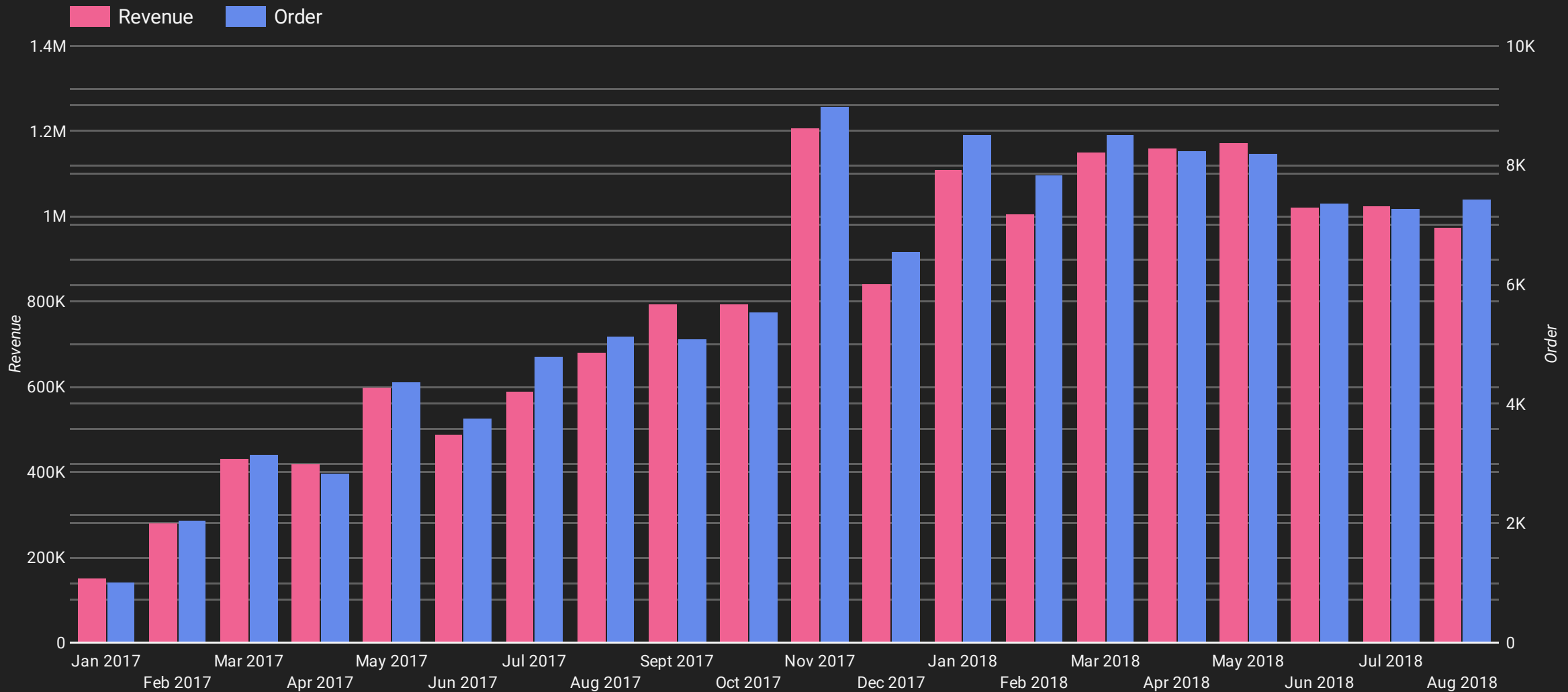
Type of payment



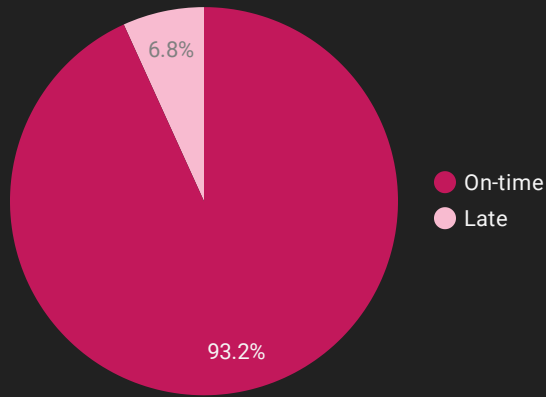
# Monthly Revenue

- The number of orders and revenue significant grown in 2017 and increase 6 times within 11 months. During peak sale season in 10-11/2017, our platform hit a new record 9k Orders and reach 1,25M in Revenue to meet market demand.

- Overall Revenue and order number trend in 2018 increased stably compares to 2017 , and in 2018 the Revenue remain above 1M and number of order above 6M. However there is a pattern to be considered that during low sale season in June to August in both 2017 & 2018.



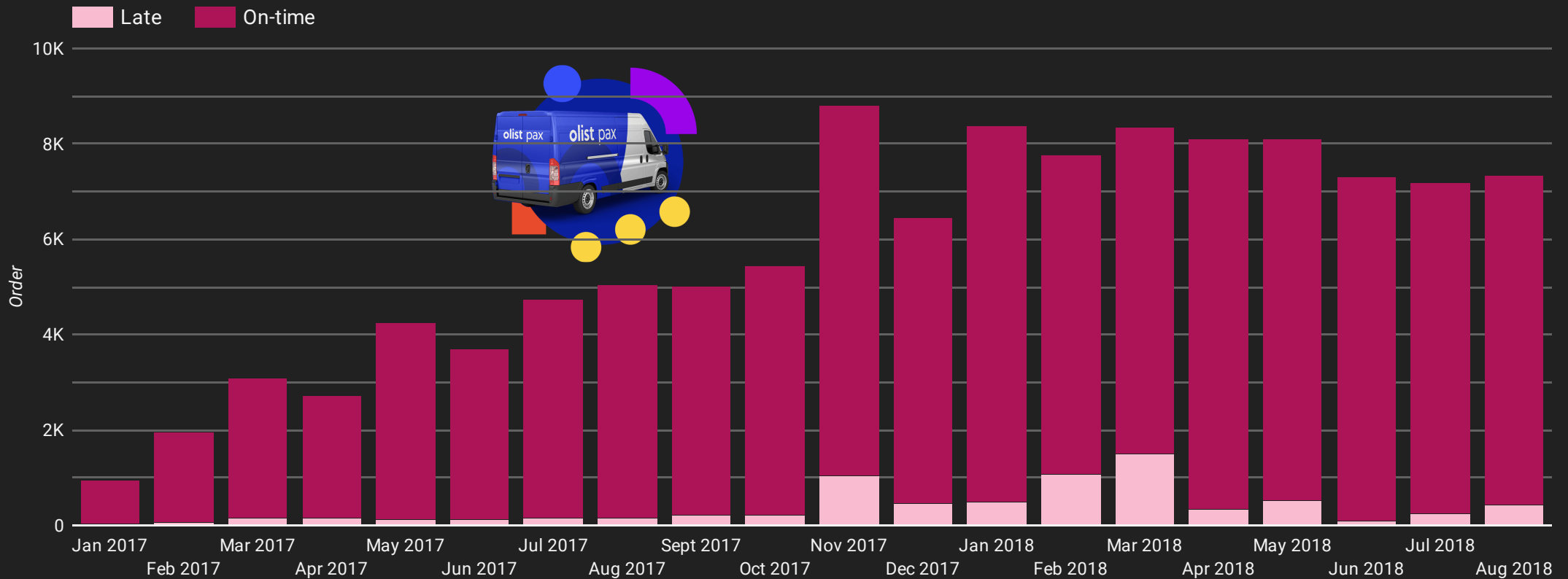
# WIN CUSTOMERS WITH DELIVERY SERVICE



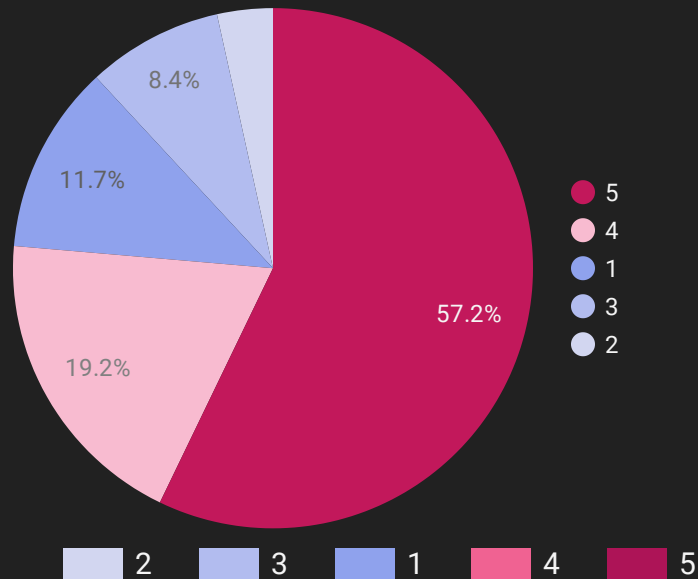
- 93,2% of order are delivered on time or earlier than customers expected delivering time.

- The only time , late delivery occurred , was during peak sale season in 11/2017 -03/2018.

- After that, our logistic process was improved so that the number of order delivered late were also reduced and control its ratio under 6%.



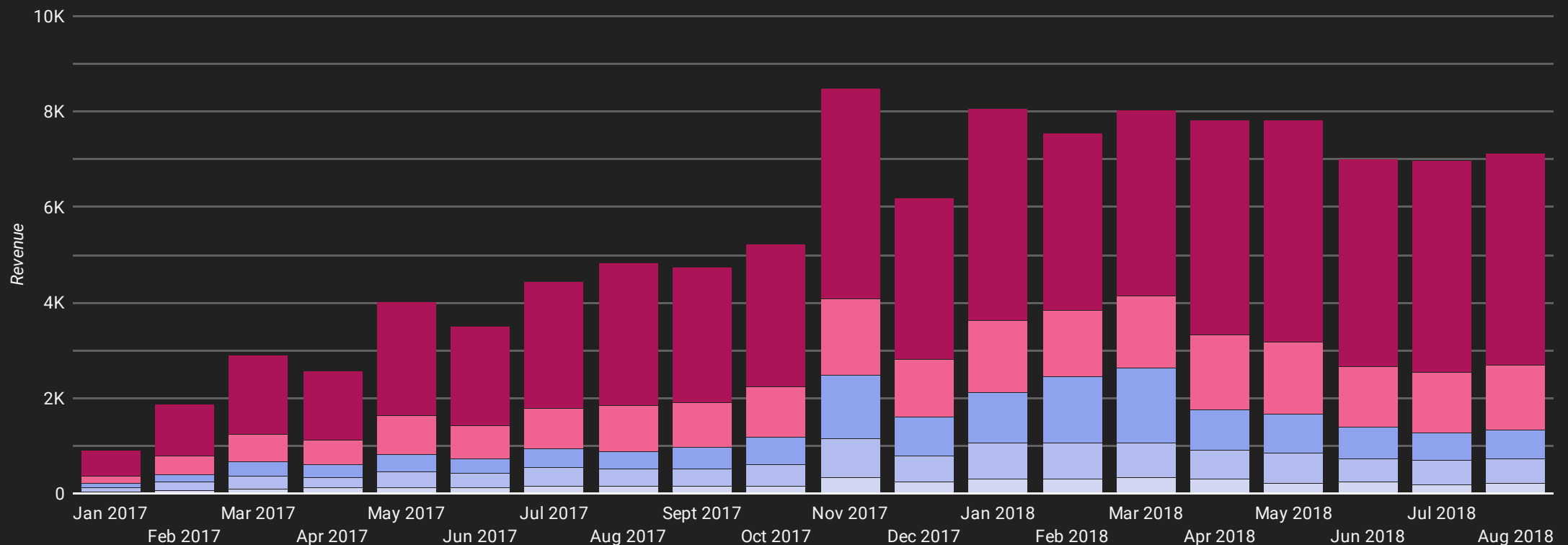
# 100% Feedback and 80% Happy Customers



- 80% Customers happy with our service , with 100k customers place their feedback by rating score and review. As the result the more happy customers the more revenue contribute from them.

- More than 50% customer rates 5\* and it is significant higher than the number of customer rate 4\* with 19.2% of total.

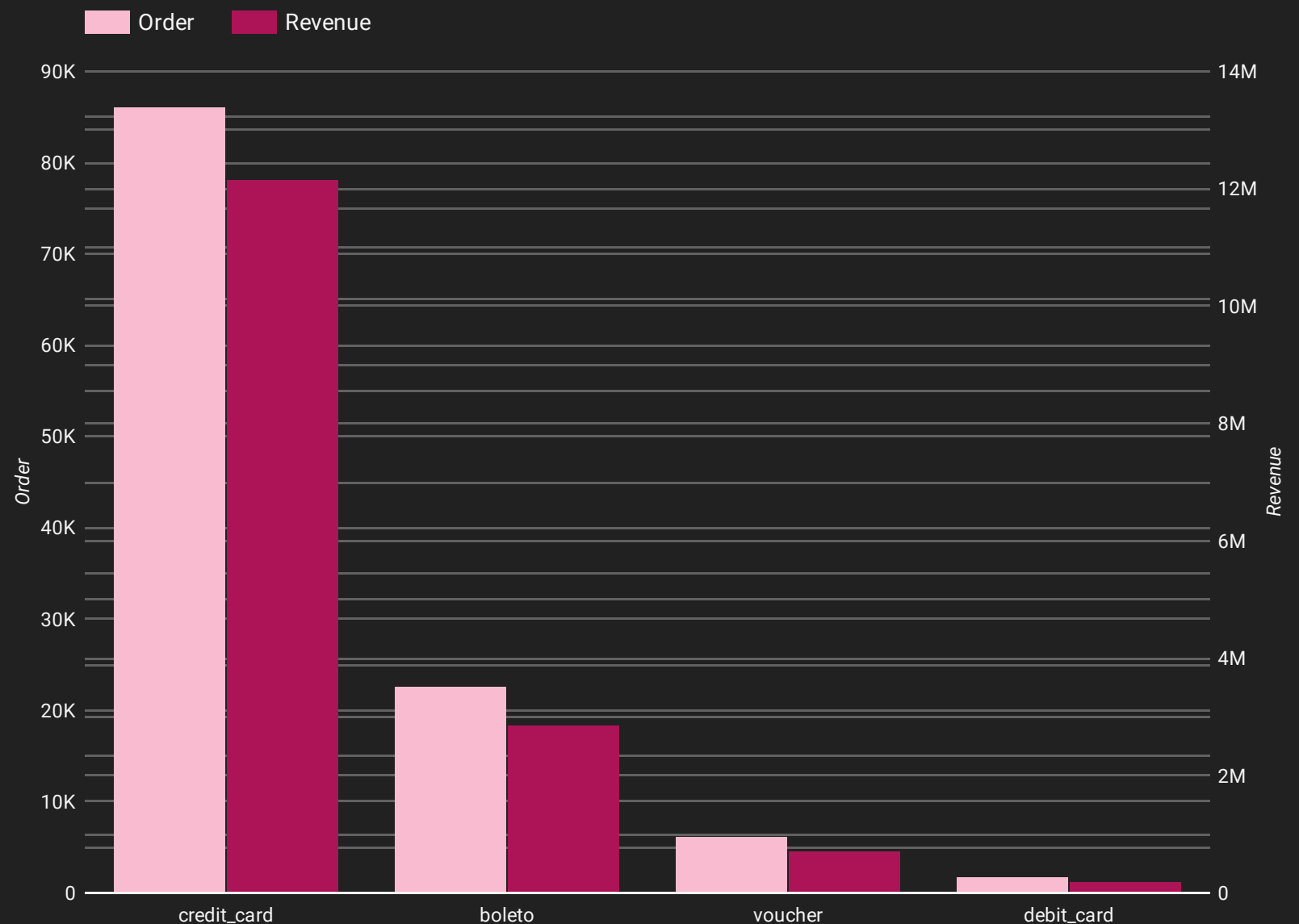
- The percentage of customer rate 1\* accounted for 11.7% of total and it is happened the most during the peak time from 11/2017 to 03/2018. The reason maybe because of the late delivery due to the overload order



# Offer Wide Range Payment Type

- Similar to payment method trend in Brazil market, Most of customer , 12M, will choose credit card and revenue from credit card is 75% compare total revenue.
- Boleto is a online cash payment is second place and revenue contribute is 19% while voucher and debit card are less selected.

## PAYMENT METHOD IN MARKET



# 'Buy Now Pay Latter' IS TREND in BRAZIL

- In Brazil, instalment become a trend from one of market research survey, 69% prefer installment for order value from \$25-\$50, and higher 79% with order value more than \$50.
- Match with market trend, our platform experience 60% revenue from payment installment and most choice with short term 3 month, then 6 months and 12 months while 24 months less selected. However the term has most revenue was long term installment 12 month, this could be a result customer prefer to buy high value term with long term payment.

## Customers Survey in Brazil

INFO 1

Preferred purchase method among Brazilian consumers by purchase price

Installments Single up-front payment

Up to USD 7.50



USD 7.50 - USD 15



USD 15 - USD 25



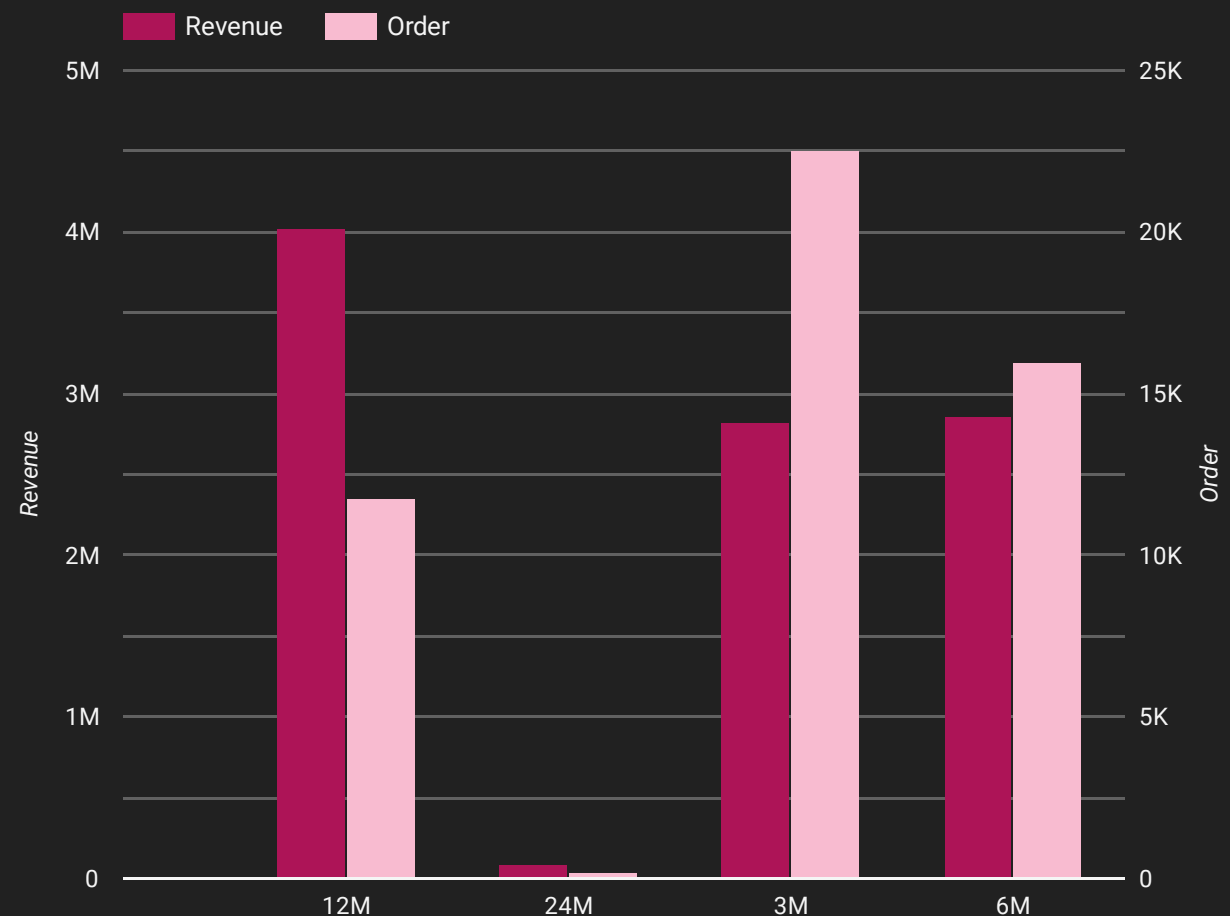
USD 25 - USD 50



- USD 50



Source: EBANX



## SUMMARY

- In conclusion, Brazil is an emerging market and our Ecommerce Platform has high potential to be a market leader. Not only with our knowledge of market and consumers but also strong supply chain management.
- With an advantage of high tech background which can provide much more insight for stakeholders and optimize current processes which affect positive on the bottom line.

THANK YOU.

let's empower  
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