



**Upgrading Indonesian  
micro-entrepreneurs to  
expand regionally**





Bukalapak

## About Bukalapak

Bukalapak's vision is to enable micro, small to medium (MSME) entrepreneurs into the eCommerce space with its online marketplace.

Founded in 2010 by a three-man team, Achmad Zaky, Nugroho Herucahyono, and Fajrin Rasyid, the eCommerce platform has since expanded into many areas beyond being an eCommerce space that improves the livelihood of MSMEs. These include Mitra Bukalapak, an online-to-offline programme for mom & pop stores known as *warung*, and most recently, BukaGlobal, a platform for Indonesian sellers to sell beyond Indonesia.

To date, Bukalapak has:



Over  
**70** million  
active monthly  
users



Over  
**4** million  
MSMEs listed  
on their site



Over  
**2** million  
*warungs* and individual  
agents in their Mitra  
Bukalapak programme



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*We're founded with a vision to improve Indonesia's socio-economy, and to create opportunities for enterprising Indonesians to upgrade themselves and have a bigger impact.*

INTAN WIBISONO  
Head of Corporate Communications

## **Bukalapak:**

### **Upgrading Indonesian Micro-entrepreneurs to Expand Regionally**

Indonesia is often touted as an eCommerce market with massive potential. However, what often gets overlooked is the huge potential for Indonesian products to sell well beyond their national borders.

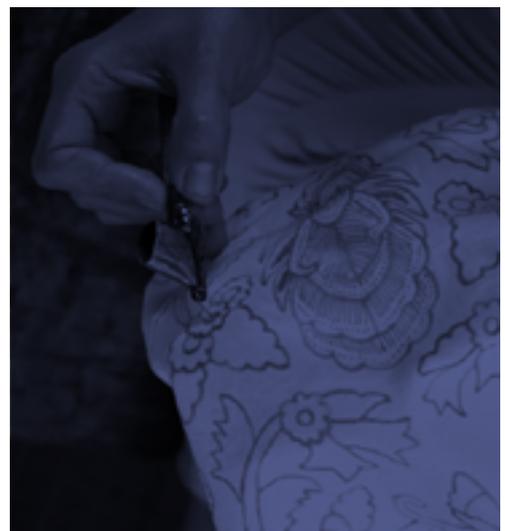
Part of this stems from the diversity of these entrepreneurs and the unique products they make and sell.

However, this diversity comes with a set of challenges. With micro-businesses spread out all across the archipelago's 17,000 islands with varying levels of access to resources, it becomes difficult to make the rest of the Southeast Asian region accessible to these micro-entrepreneurs.

This gap is what Bukalapak is trying to close with the launch of BukaGlobal, a platform that brings merchants in Indonesia into Southeast Asia at large. They plan to introduce the platform to local merchants in key cities in Indonesia in order to upgrade their businesses into the globalised digital era. Not only did this mean providing them with the technological capabilities to do so, they also need to provide these sellers a smooth international shipping experience.

Bukalapak needed to ensure that its supply chain operations can cater to businesses of varying sizes. Additionally, Bukalapak was looking for a strategic partner that they could introduce into their ecosystem to further their vision of bringing Indonesian products into new markets to drive the Indonesian economy.

That search for a flexible, suitable strategic partner ended when Bukalapak found Janio.





## Janio's Solutions



### Strategic Partnership

As Bukalapak's exclusive cross-border shipping provider, Janio also provided some value added services to cement our commitment to make Southeast Asia accessible to all Indonesian merchants.

Through this partnership, Janio has helped Bukalapak with the following activities:

- ▶ Merchant education and acquisition
- ▶ Connecting Bukalapak to key industry players in new markets
- ▶ Increasing Bukaglobal's brand awareness in new markets



### 5 New Markets for Indonesian Merchants

Ever since partnering with Janio, Bukalapak's merchants are now able to sell their homegrown products to 5 different markets:

- ▶ Malaysia
- ▶ Singapore
- ▶ Brunei
- ▶ Taiwan
- ▶ Hong Kong

Pair this with Janio's customs clearance and cross-border expertise, and Bukalapak's merchants are able to send their parcels from Tangerang to Tanjong Pagar in a jiffy.

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***Janio has market knowledge and entity across most of the Asian Countries, which includes Bukalapak's target markets. Bukalapak benefited a lot from Janio's network and gave us a more local view on how to do business in different countries.***

HOU SHYAN SAM  
Cross-Border Partnership  
Manager

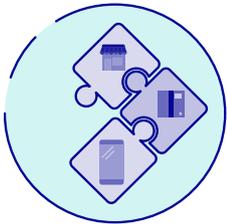




## Simplified Cross-Border Shipping

Before Janio came into the picture, the local MSMEs didn't have a clear way to ship internationally, and Bukalapak was looking for a way to help them solve this. That all changed when they were introduced to Janio's modular logistics network.

Now, merchants can tap into Janio's logistics network to help them ship end-to-end internationally without worrying about where their parcel might end up. Cross-border shipping feels like local deliveries with how easy our set up has been.



## Tech Integrations with Bukalapak's Platform

Janio's extensive technical documentation has helped Bukalapak integrate our systems seamlessly into their eCommerce platform. Through the use of Janio's API and webhooks, Bukalapak and its merchants now have full visibility of the parcel's movement with an easy to use all-in-one platform.

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***Janio has the most complete end-to-end cross-border logistic solution, starting from picking up at the merchant's doorstep, to customs clearance, and then last mile delivery in the destination country.***

HOU SHYAN SAM  
Cross-Border Partnership  
Manager

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***Janio owns a very complete technical documentation, which made it really easy for us to integrate our systems with Janio...Janio's webhook feature helps Bukalapak access the tracking status which is complete and fast.***

MARKUS KEVIN  
Product Manager

**sign up now and  
start shipping**



Or drop us an email at  
[contact@janio.asia](mailto:contact@janio.asia) for our rate card.

