



# The Role of 4PL in Reshaping Supply Chain

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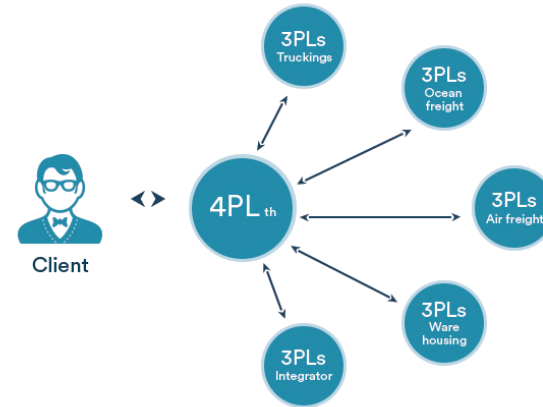
BritCham Webinar

29 September 2021 | [Shipper](#)



# 4PL: The “New Normal” in Logistics

In a 4PL model, an enterprise essentially outsources their supply chain management, including the overall supervision across multiple 3PLs. The 4PL provider typically offers more strategic insight and management over the enterprise's supply chain.



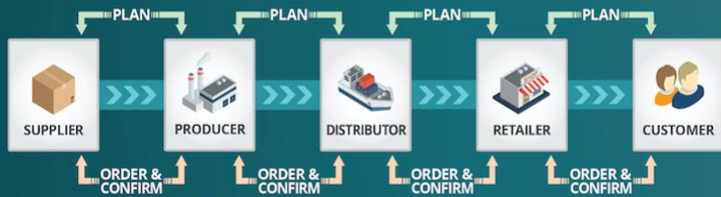
## Benefits of 4PL for Companies:

- Low Capital Expenditure
- Ease of Scaling
- Technology & Expertise
- Amalgamation of Shipments

# The Game Changer in Modernizing Supply Chain

## Common Supply Chain Setup in Many Companies

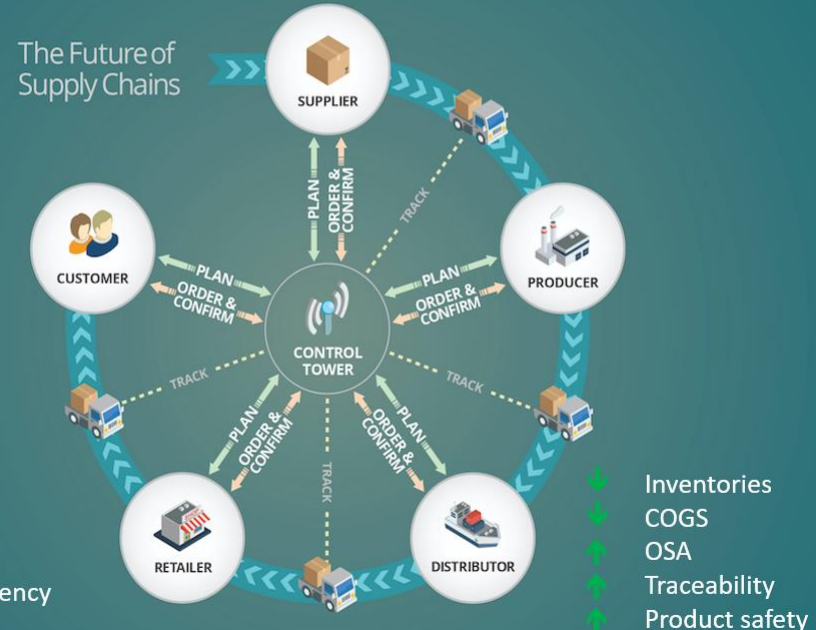
Limited visibility throughout the supply chain and typically lack of real time data updates, cannot adapt or less responsive to changing market conditions



- |                   |                 |                |
|-------------------|-----------------|----------------|
| ✗ Frictions       | ⬆ Inventories   | ⬇ Transparency |
| ✗ Delays          | ⬆ COGS          | ⬇ Agility      |
| ✗ Inefficiencies  | ⬆ Out-of-stocks | ⬇ Velocity     |
| ✗ Bullwhip effect |                 |                |

## Digital Supply Chain Network

Smart logistics by 4PLs will increasingly play a critical role from which businesses and consumers will gain benefits of higher operational efficiency, better customer experience, and easier one-stop solution



# Shipper's Experience #1: Multinational FMCG Company

Provided fulfilment centre hubs, last mile delivery and cash collection service to accelerate product delivery to customers

## Context

- Our client is a multinational FMCG company that produces limited expiry date (months) products sell to retailers/kiosks
- Client has sales area points to cover product distribution for certain regions/areas from its in-house warehouses and looking for third-party warehouses to reduce the cost, better SLA, and better coverage
- Sales representative collect the order from kiosks, logistic vendors distribute the orders and collect cash from kiosks
- The number of warehouses are limited and usually not strategically located to cover province/ sub-province areas
- Fraud occurred that related to stolen products and collected cash from kiosks

## How we help

- Provided fulfillment center hubs as additional distribution points
- Provided end-to-end services from last mile delivery to kiosks, cash collection and product return
- Developed dashboard to monitor product inventory and delivery status
- Shipper provided better commercial model and flexibility to scale up, as the client is only pay based on variable cost (no fixed cost needed)

## Results



**Flexibility in adding mini-hubs** in the area that far away from existing warehouse.

**2 x**

**Faster products delivery** time to kiosks. Less than half-time needed to deliver to the same number of kiosks



**Increased transparency**, fleet optimization, reduced fraud and operation complexities



# Shipper's Experience #2: National Chain F&B Company

Provided warehouses for beverages ingredient (cold storage) and product delivery to the stores in multi-cities

## Context

- Our client is a national-chain beverages company that sell in-store made beverages in multi-cities across Indonesia
- Previously, client delivered all beverages ingredient from their main warehouse in Greater Jakarta area across the country
- The client business is growing significantly so that it needed warehouse and delivery services to multi-store locations in other cities outside Jakarta
- The warehouses have to meet strict temperature, humidity and Halal requirements

## How we help

- Provided fulfillment center hubs as additional distribution points
- Provided end-to-end services from last mile delivery to kiosks, cash collection and product return
- Developed dashboard to monitor product inventory and delivery status
- Developed collaborative demand planning between warehouse, production and marketing departments
- Trained the staffs to implement Halal requirement

## Results

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**Set up warehouses in 5 major cities in a short of period** (less than 15 days) for 1 warehouse. The client benefited from **speed to market**.



**Reduction of loss of opportunity and loss of sales** due to **better forecasting and reduced out of stocks** of client's ingredients in stores outside Jakarta.



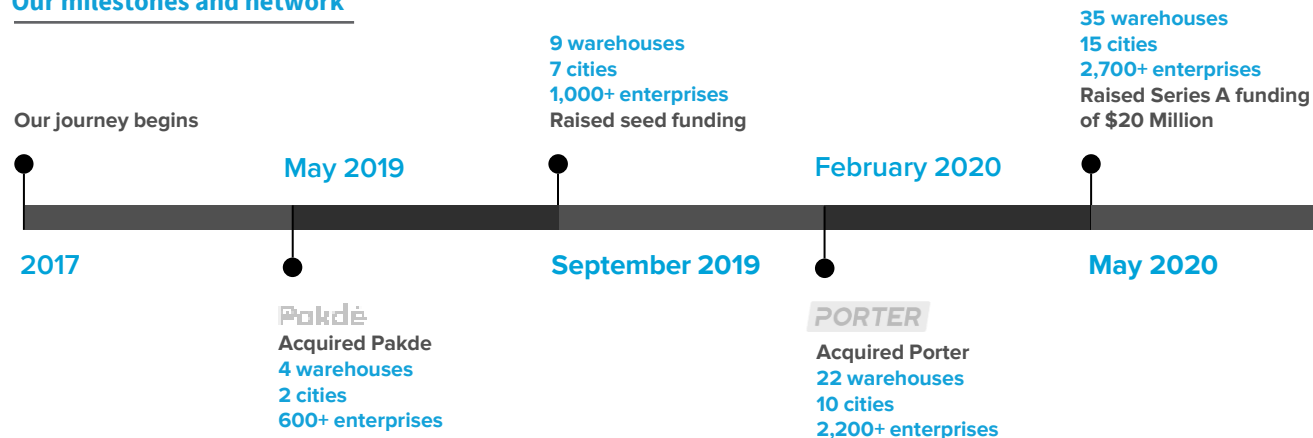
**Seamless monitoring and evaluation** as the client only dealing with Shipper to cover warehouses and delivery activities.



# About Shipper

Indonesian tech-enabled logistics company offering end-to-end logistics solutions specifically customized to your business needs, backed by nationwide warehouse network and advanced technological capabilities

## Our milestones and network



**Today**

Raised Series B funding of \$63 Million  
**222 warehouses**  
**35 cities**  
**5700+ enterprises**

Our investors:

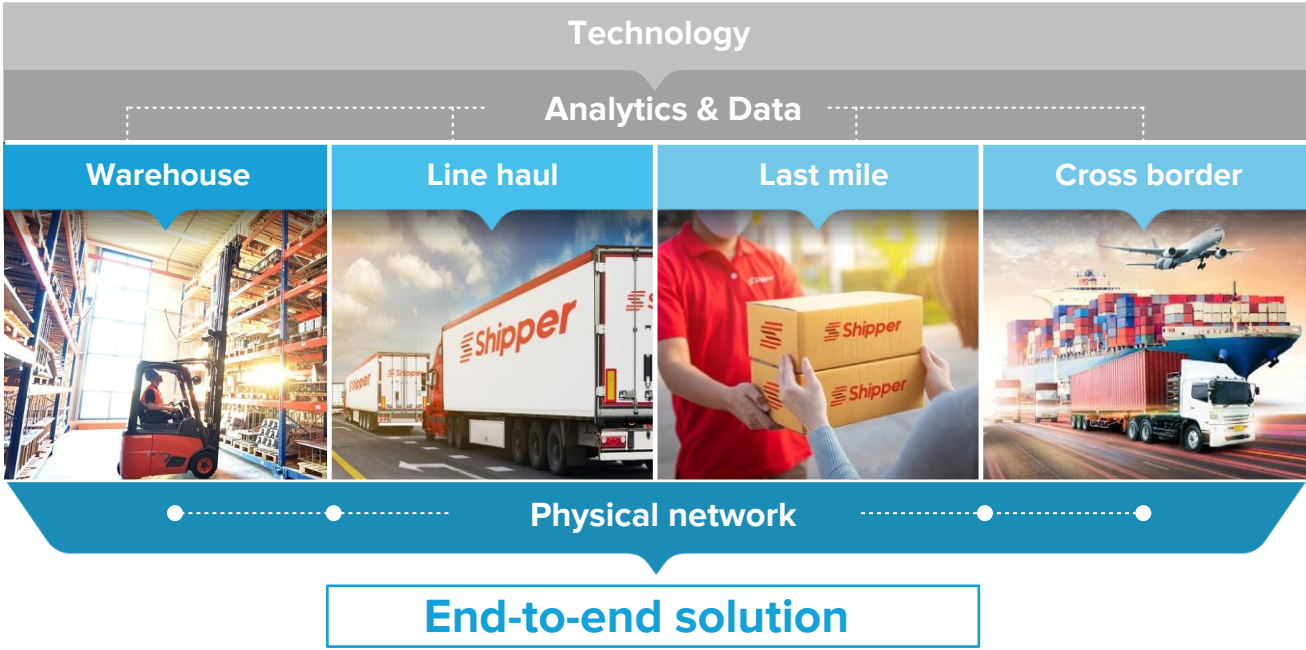




# Technology-enabled Solutions that are Tailored to Your Business Needs

Backed by state-of-the-art IT infrastructure, our solutions stretch across the entire logistics chain.

Services



# Full Coverage Across the Country

## Active cities

Balikpapan  
Bandung  
Banjarmasin  
Batam  
Bekasi  
Bogor  
Cirebon  
Manado

Denpasar  
Depok  
DKI Jakarta  
Lampung  
Makassar  
Malang  
Medan

Palembang  
Pekanbaru  
Purwakarta  
Rangkasbitung  
Samarinda  
Semarang  
Sidoarjo  
Solo

Sukabumi  
Surabaya  
Surakarta  
Tangerang  
Tasikmalaya  
Yogyakarta

## Planned cities

Aceh  
Flores  
Jambi  
Kudus  
Mataram

Padang  
Palangkaraya  
Papua  
Pontianak

222 warehouses

35 cities

586,025 sqm

Completely managed and operated by Shipper.





# Corporate Awards 2021



**The Most Innovative**  
Digital Logistics Company 2021



For building Indonesia's answer to  
Amazon

**Budi Handoko**

CO-FOUNDER AND COO, SHIPPER  
LOCATION: INDONESIA

**#GenTList2021**  
Leaders of Tomorrow



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**Your tech-enabled logistics partner in  
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