

EVENT COVERAGE

1-3 May 2018

Spire discusses e-commerce strategies suited to the Indonesia market



Spire was honoured to participate at the GATES Indonesia ICT Reseller Channel Summit 2018. The Summit was held on 1-3 May, 2018 in Bali. Jeffrey Bahar, Deputy Chief Executive Officer of the Spire Research and Consulting group and Indah Muliana, Senior Manager, shared insights on the Information and Communications Technology (ICT) industry in Indonesia, focusing on market trends and challenges.

Bahar and Muliana discussed the growth of the ICT (Information and Communications Technology) market, its rapid expansion and the challenges faced by e-commerce businesses in Indonesia.

Due to the rise in internet penetration with more online transactions, Indonesia's ICT spending is expected to reach USD28.4 billion by 2020 whereas end-user device spending is set to increase 18% by 2020.

As Indonesia's internet user population reaches 143.26 million in 2017, 90% are using smartphones and close to 65% people prefer the Cash on Delivery (COD) option when buying products online.

However, challenges remain for small and medium-sized businesses (SMB) struggling to capture the online market through appropriate channel partners.

Bahar and Muliana focused on a 4-point e-commerce strategy known as AADC (Acquisition, Affiliation, Diversification and Collaboration) to address issues such as improving workforce productivity, lowering operational costs, increasing business growth and managing uncertainty.

Bahar and Muliana discussed multiservice bundling, out of the box solutions and loyalty programs for customers. One example that was discussed was drones developed by SNC Technology to create fleet monitoring and capturing solutions to target forestry and plantations.

Jeffrey Bahar and Indah Muliana's presentation deck on "GATES Indonesia ICT Reseller Channel Summit 2018" can be found [here](#).

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Jeffrey Bahar, Deputy Chief Executive Officer of Spire Research and Consulting

Jeffrey founded Spire Indonesia's operation in 2003, subsequently opening full-service offices in Malaysia and Vietnam in 2007 and 2008 respectively. He is based in Jakarta and travels frequently in the South East Asia region to consult a vast portfolio of leading companies in various industries, addressing their market entry and market growth problems, providing

marketing consulting, in-depth competitor analysis, distribution channel and supply chain analysis, as well as business partner evaluation.

He holds Master of Science and Bachelor of Science degrees in Industrial Engineering from the University of Wisconsin, Madison.

Indah Muliana, Director at Spire Research and Consulting Indonesia

Indah joined Spire in 2017 in Research and Consulting, being involved in many International and multi-country research and consulting projects across Southeast Asia. Her experience lies in handling projects for clients in Indonesia, Japan, India and Malaysia. Her regional market perspective is through extensive travel and projects in both Spire ID and Spire MY. She is also experienced in conducting projects in multiple industries, including building materials, chemical, commodities, telecommunication, IT & electronics, banking and household products.

She holds a Bachelor of Computer Science degree in Information Technology from University of Wollongong, Australia.

About Spire Research and Consulting

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit www.spireresearch.com.

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