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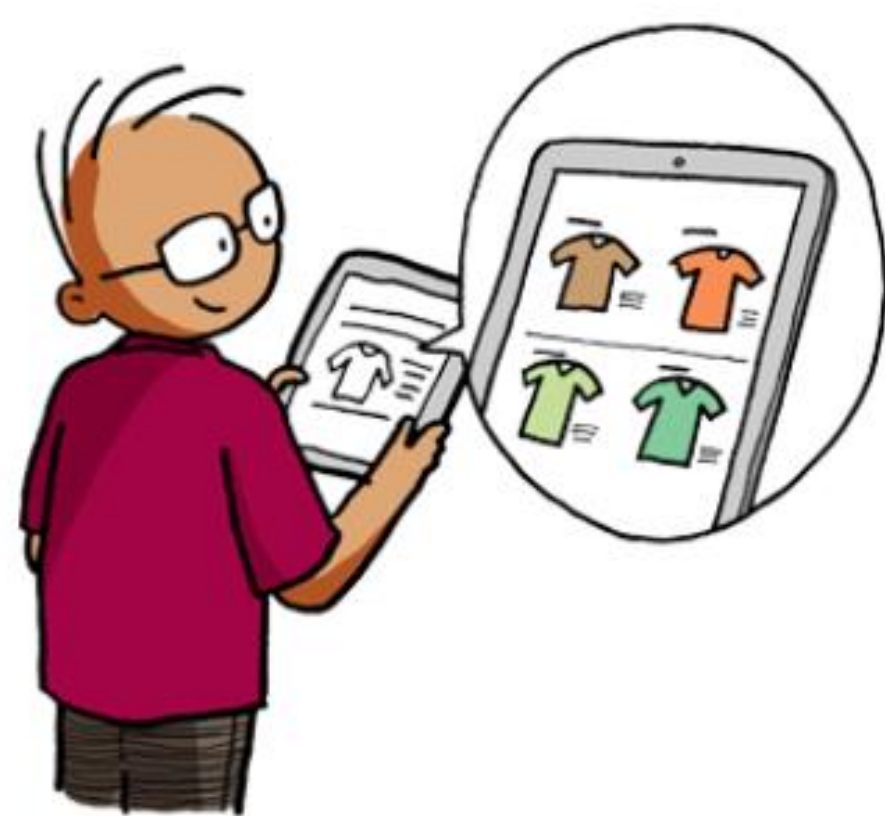
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The Company

Bukalapak is one of the **leading online marketplace in Indonesia** that provides C2C and B2C buying and selling facilities. Currently serves **+20M buyers** with a base of almost **+2M sellers**.



The Project

Our project consisted in looking for new initiative that could deliver additional value to the company and hopefully help broaden its current revenue sources. We focus our efforts on three different verticals.

Vertical

Loyalty Program

O2O initiative

Commissions & Fees

Objectives

- Understand the technical and logistical feasibility of a personal card for each customer
- Identify ways to enhance and monetize the O2O model while integrating the agent's network with the marketplace
- Understand current market trends on commissions schemes for marketplaces around the globe

Final Output

- Generate an impact assessment and implementation plan for a new loyalty program
- Selection and of potential initiatives to be undertaken in the short, medium and long term
- Create benchmark tool to understand different commission models both globally and locally

Our Recommendations

"We recommend a Profit Oriented program (only partners benefits) under restricted budget, while a GMV Oriented program (partners and Bukalapak benefits) under unrestricted budget"

"We envision O2O success as a three step process: supply agents from Bukalapak, then use agents as pick-up points to finally convert them in pickup and drop-off hubs"

"Implement a model based on value proposition to the sellers. First implementation to be done on those product categories were Bukalapak is the market leader"

Loyalty Program



O2O Initiative



Commissions

