



**Don't Let MCO Stop Your Business**  
**Mei Chin**

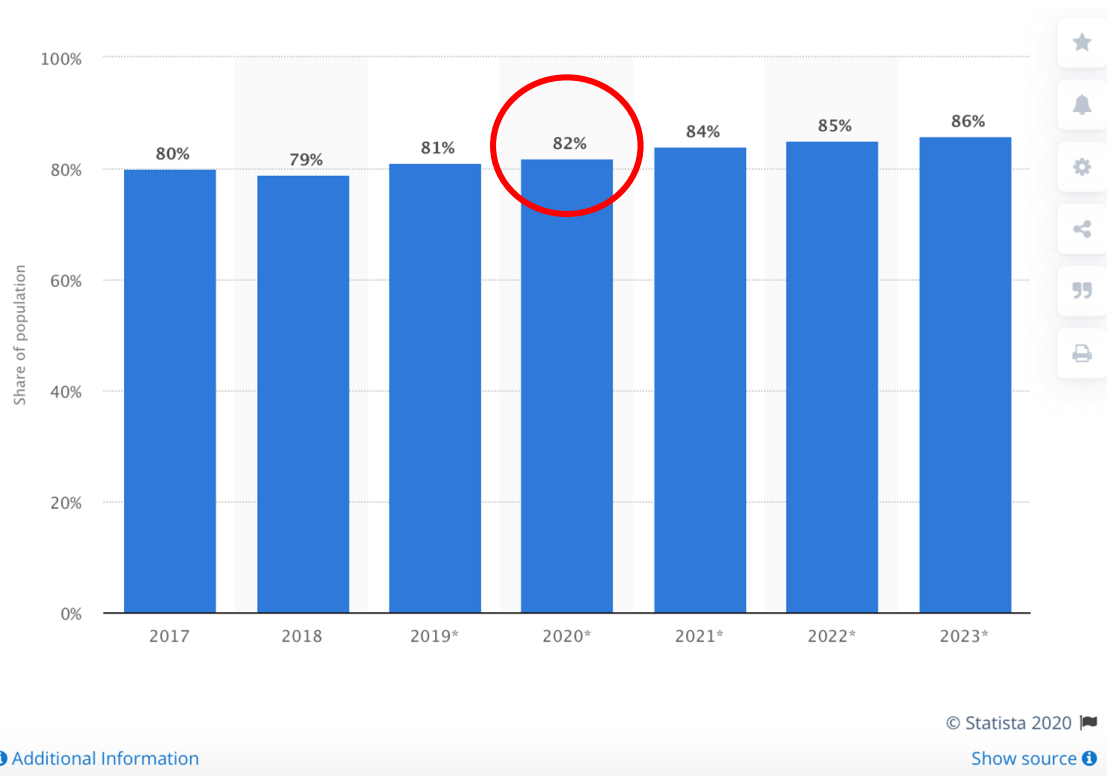


# AGENDA

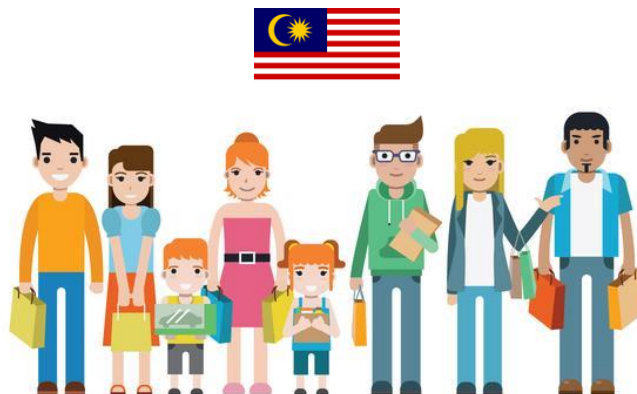
- Understanding eCommerce In Malaysia
- Current Market Trends
  
- Why Online?
- How Pgeon Helps?
- Pgeon PRIME

# UNDERSTANDING ECOMMERCE IN MALAYSIA

# INTERNET USER PENETRATION IN MALAYSIA



# CURRENT MARKET TREND



**50%** of Malaysians shop  
online  
= **16.53 million** online  
shoppers

SEP  
2019

# E-COMMERCE ACTIVITIES IN MALAYSIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]



SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



we  
are  
social

91%

VISITED AN ONLINE  
RETAIL STORE OR  
SITE (ANY DEVICE)



global  
web  
index

88%

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



we  
are  
social

80%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



global  
web  
index

37%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE PHONE



62%



JAN  
2019

# E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS



FASHION  
& BEAUTY



**\$771.0**  
MILLION

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



**\$851.0**  
MILLION

statista

FOOD &  
PERSONAL CARE



**\$483.0**  
MILLION



FURNITURE &  
APPLIANCES



**\$553.0**  
MILLION

TOYS, DIY  
& HOBBIES



**\$486.0**  
MILLION

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



**\$2.759**  
BILLION



DIGITAL  
MUSIC



**\$30.00**  
MILLION

we  
are  
social

VIDEO  
GAMES



**\$100.0**  
MILLION



**Hootsuite**

**we  
are  
social**

# WHY ONLINE?

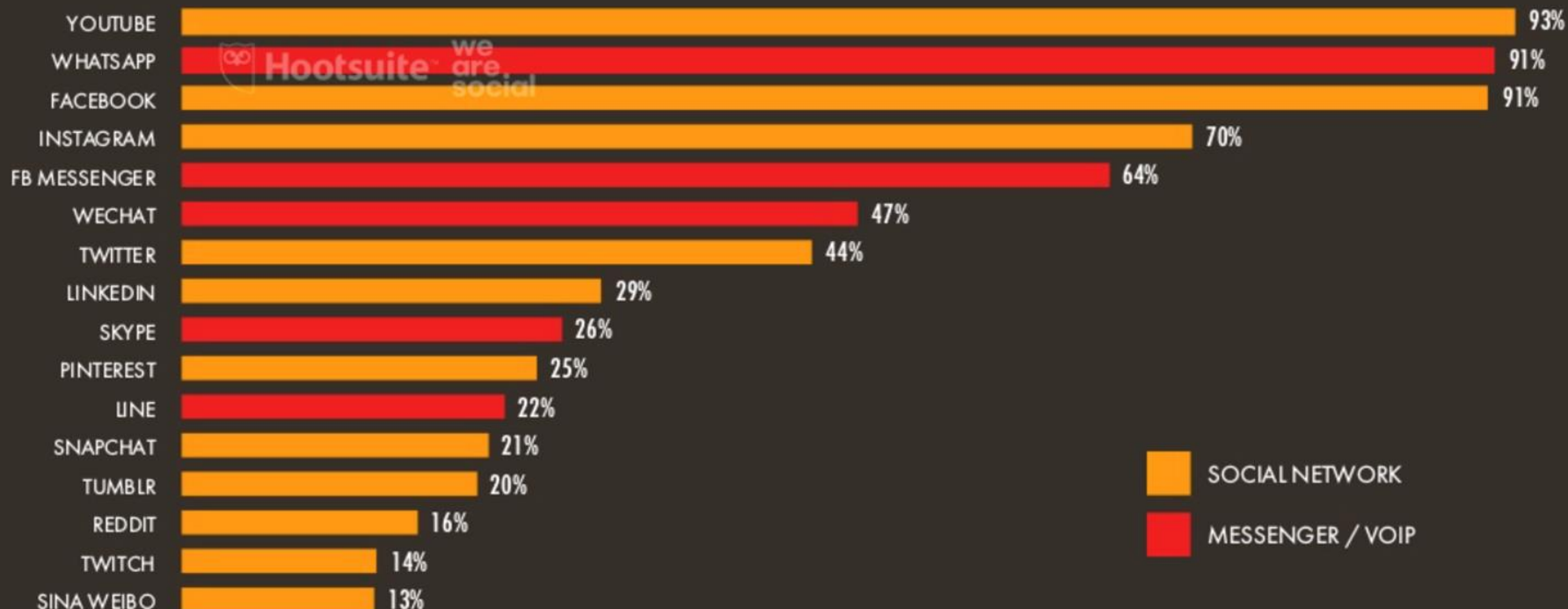
**CHANGE IN  
CONSUMER PURCHASE BEHAVIOR**



JAN  
2019

# MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



# CHALLENGES DURING MCO

Supply chain  
breaks

No COD

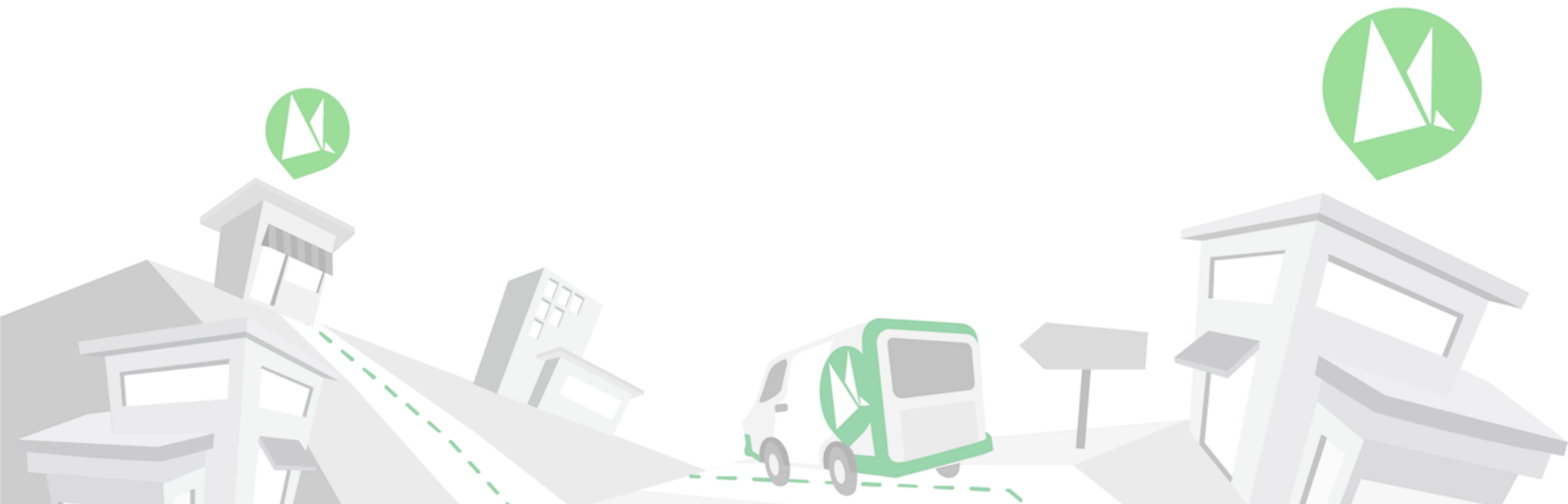
Cannot deliver  
from post  
office, cannot  
drop off

No idea on  
how to send  
out items

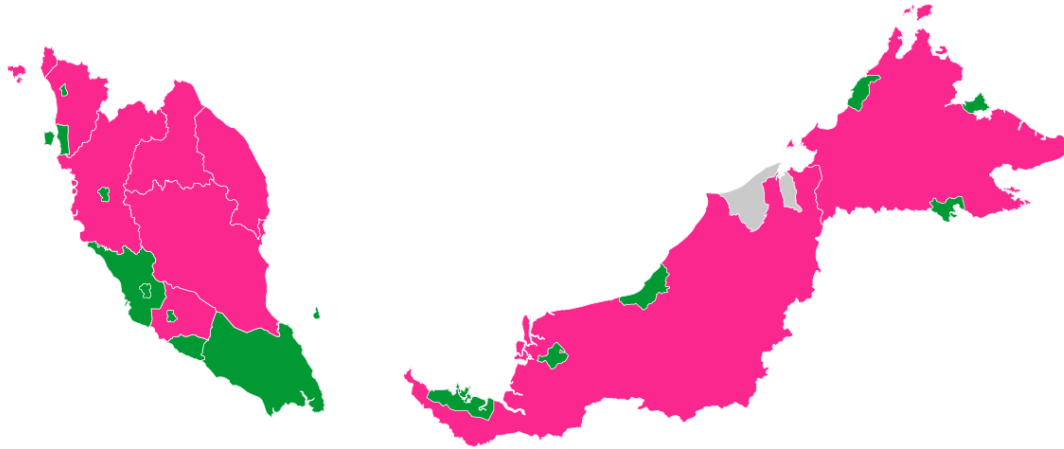


# INTRODUCTION

Pgeon is a first and last mile delivery provider that offers convenient pick up and drop-off services at over 4000+ Pgeon Points.



# PGEON DELIVERY



Pick up from: Penang, Johor, Kuala Lumpur, Selangor, Melaka and Ipoh  
Deliver to: Peninsular Malaysia & major cities in Sabah and Sarawak

# DELIVERY IN MALAYSIA

**90%**

Expect purchases to be  
delivered within one week

**46%**

Expect purchases to be  
delivered within 3 days

A majority of online shoppers are willing to pay more for quick delivery

# PGEON PRIME



Successful Pick Up &  
Next Business Day Delivery

OR Your Next Shipment is FREE



# PGEON POINTS

Pgeon Points are location where consumers are able to perform parcel pick up and drop-off





Over **4000+ Pgeon Points** across Malaysia



# OUR PARTNERS



And many more..

# OUR PARTNERS

?

many more..

# PGEON POINTS CUSTOMER JOURNEY



CUSTOMERS



PARTNER



COURIER  
SERVICES

# PGEON COLLECT

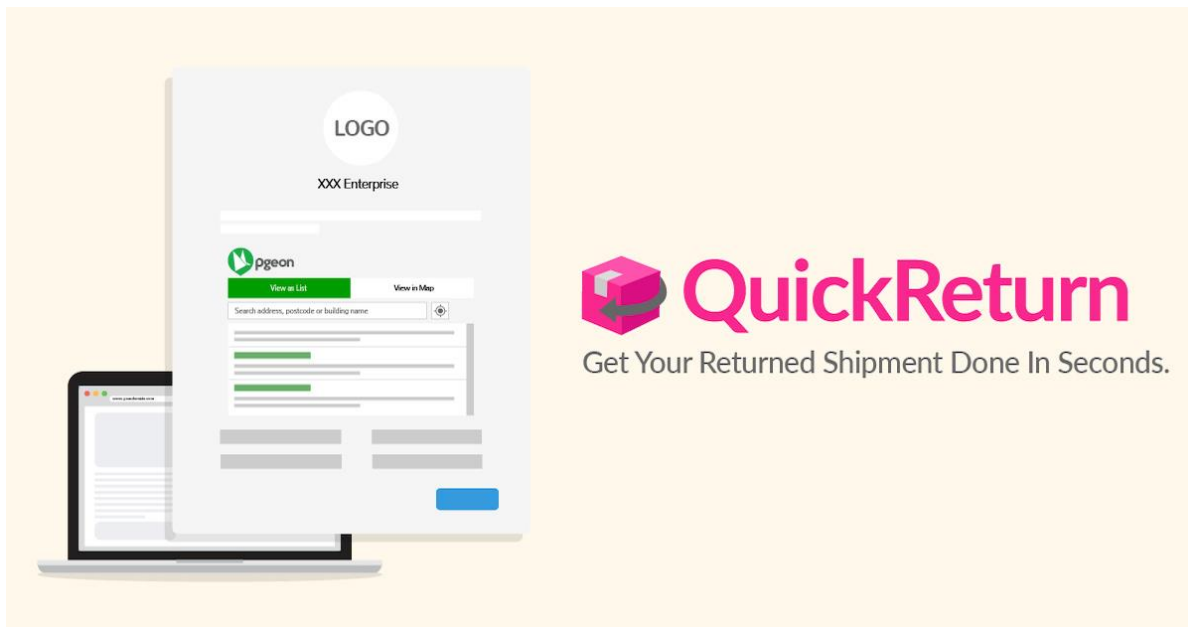
Shopping Kaki!

Send your online purchases to the nearest


*Pgeon point!*



# RETURN SHIPMENTS



# RETURN SHIPMENTS




**Z Gadget**

Dear customer, kindly fill up the form below to return.

**Choose Return Location**


\*\* Currently available within Penang, KL, Johor and Selangor (subject to postcode availability)

Choose Pgeon Point 

| Return Information  | Customer Information   |
|---|--|
| <p><b>Order Number</b></p> <input type="text" value="Order Number"/>                | <p><b>Name</b></p> <input type="text" value="Your Name"/>            |
| <p><b>Reason</b></p> <input type="text" value=""/>                                  | <p><b>Contact Number</b></p> <input type="text" value="Contact No"/> |
| <p><b>Original Tracking Number</b></p> <input type="text" value="Tracking Number"/> | <p><b>Email</b></p> <input type="text" value="Your Email"/>          |

☐ My parcel size is fit within A4 size dimension and 5kg. [Parcel Size Limitation](#)

Book Return

Feedback 

# CONTACTLESS DELIVERY

**SENDER**

## Contactless Delivery

To minimise physical contact and the risk of infection between Pgeon Heroes and customers

- 

Pgeon Hero will call the sender upon arrival to pick up parcels
- 

Sender places the parcels in front of the unit
- 

Pgeon Hero scan and collect the parcels
- 

Pgeon Hero will take a picture of one parcel AWB using Driver APP and update as picked up





# CONTACTLESS DELIVERY

**RECEIVER**

## Contactless Delivery

To minimise physical contact and the risk of infection between Pgeon Heroes and customers



- 

Pgeon Hero will call the receiver upon arrival for shipment delivery
- 

Pgeon Hero will drop-off the parcel in front of the unit and wait for collection once the receiver comes within his sight from a min. 1 metre distance
- 

Pgeon Hero will take a picture of the receiver with the parcel as Proof of Delivery (POD)
- 

Photo POD will be uploaded via Pgeon Driver APP

 pgeon

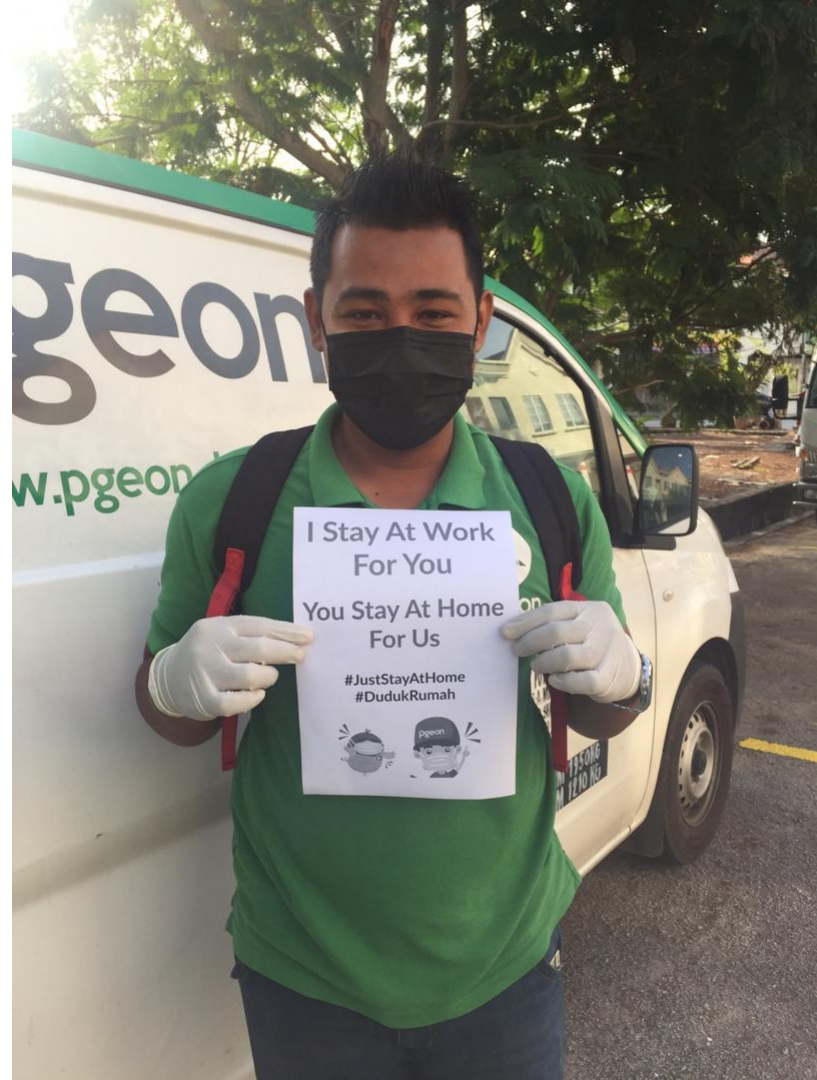












**STAY HOME  
LET PGEON PICK UP FROM YOU**



# RM5 for 2



**pgeon**  
**PRIME**

## shipments

1st - 30th April 2020



Book a minimum of 2 Pgeon Prime shipments and apply **FREEPRIME** coupon on your payment page to enjoy this promo.  
T&C applies.



Pgeonmart.com  
bd@easyparcel.com





**Book for PGEON at [easyparcel.com](https://easyparcel.com)**



**STAY HOME**  
**LET PGEON PICK UP FROM YOU**

