



INDUSTRY LOGISTICS STRATEGY FOR 2021 AND BEYOND

YUKKI NUGRAHAWAN HANAFI
Chairman of ILFA

COMPETITIVE – INNOVATIVE - DYNAMIC

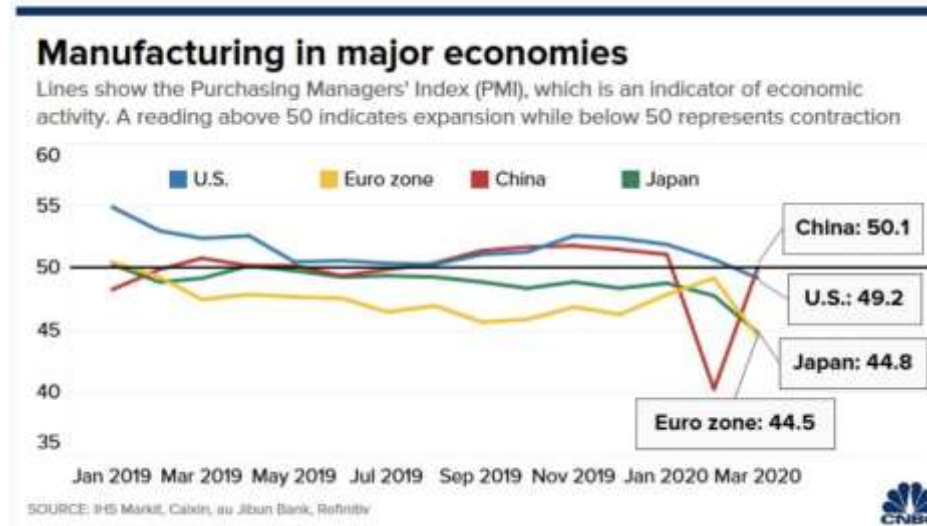


ASOSIASI LOGISTIK DAN FORWARDER INDONESIA
INDONESIAN LOGISTICS AND FORWARDERS ASSOCIATION

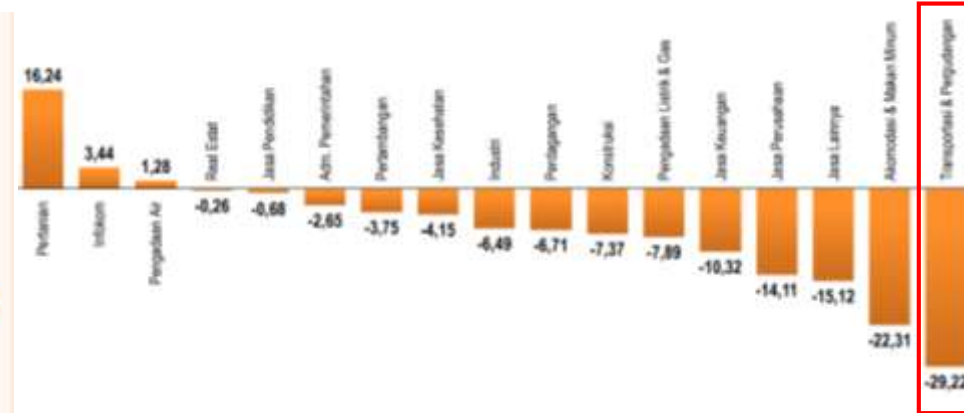
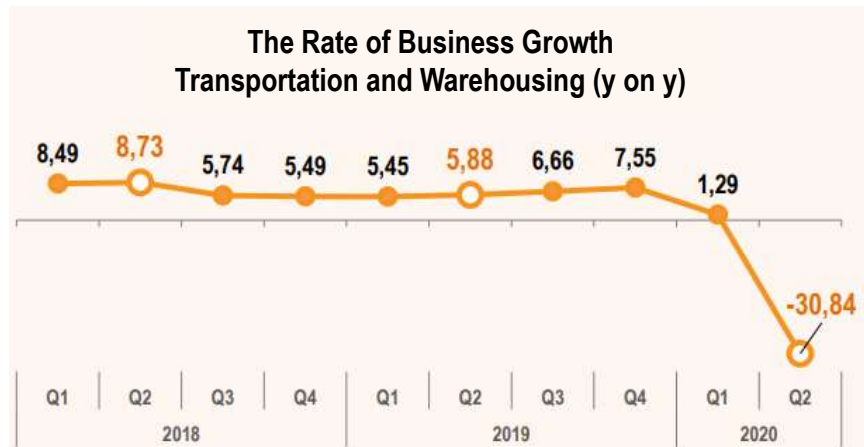


Member of :

Forwarding Business Situation In Covid-19 Era



Indonesia Forwarding Business Situation In Covid-19 Era



Business Field	(y-on-y)			(q-to-q)			(c-to-c)		
	Q2/20	Q1/20	Q2/19	Q2/20	Q1/20	Q2/19	Q2/20	Q1/20	Q2/19
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Transportation and Warehousing	-30,84	1,29	5,88	-29,22	-6,37	3,66	-15,07	1,29	5,67
1. Rail Transport	-63,75	-6,95	6,23	-59,11	-14,21	4,95	-36,03	-6,95	7,09
2. Land Transport	-17,65	5,15	10,52	-18,76	-0,67	3,74	-6,46	5,15	9,75
3. Sea Transport	-17,48	5,89	8,44	-17,59	-4,10	5,76	-6,12	5,89	7,88
4. River, Lake, and Ferry Transportation	-26,66	1,16	6,55	-23,67	-4,16	5,29	-13,11	1,16	5,44
5. Air Transport	-80,23	-13,21	-13,37	-77,24	-23,03	-0,09	-46,71	-13,21	-11,42
6. Warehousing and Freight Forwarding ; Post and Courier	-38,69	-0,70	9,91	-34,88	-10,87	5,47	-20,20	-0,70	9,31



Indonesian Policy on Covid-19 Era

A harmonized policy from the central and local governments to comply with the provisions of the Minister of Health Regulation No. 9 of 2020 and the letter of the Minister of Transportation No.PL.001 / 1/4 phb 2020 dated 6 April 2020 to the Minister of Home Affairs, to support the smooth flow of goods and logistical activities during the Large-Scale Social Restrictions (PSBB) period throughout the region.

 COORDINATING MINISTRY FOR MARITIME AND INVESTMENT AFFAIRS REPUBLIC OF INDONESIA		Beberapa Pengecualian Pembatasan Aktivitas Fisik Dalam Karantina Wilayah		
Layanan Pemerintah/Covid19	Supply Kebutuhan Pokok	Kegiatan Ekspor Impor	Sektor Keuangan dan Pasar Modal	Lain-Lain
• Tenaga Kerja Sektor Kesehatan (RS, Apotik, Puskesmas, Dinkes) • TNI/Polri • PNS yang menjalankan fungsi critical pemerintahan. • Para pekerja di sektor logistik/transportasi dan sektor lain yang mendukung penanganan Covid19	• Supermarket, Indomaret, Alfamart, dan Toko Sembako tetap buka dengan penjagaan. • Pegawai PLN, SPBU BBM, LPG. • Ojek Online untuk pengantaran barang. • Kegiatan produksi bahan makanan dan kebutuhan pokok lainnya • Kegiatan produksi pertanian, peternakan, pakan ternak.	• Pelabuhan laut dan para pekerja di dalamnya. • Bandara untuk kegiatan arus kargo barang. • Memfungsikan garuda sebagai angkutan logistic udara dengan subsidi pemerintah karena tidak mengangkut orang.	• Pengecualian dilakukan untuk yang bertanggung jawab terhadap sistem pembayaran dan logistik distribusi uang. • Bursa saham tetap dibuka dengan penyediaan kebutuhan tenaga kerja seminimal mungkin.	• Penetapan atas pengecualian atas kegiatan pembatasan fisik dapat dilakukan oleh Pemerintah Pusat berdasarkan evaluasi atas pelaksanaan karantina wilayah

However, some industrial activities must still be stopped, for example the manufacturing industry, textiles and the like due to the interruption of the supply of imported raw materials and disruption of export sales to several countries. This has an impact on the logistics activities to support the industry which have been forced to stop despite the exception policy.





Surviving & Hardest Struggling Sectors on Covid-19 Era

Logistics activities are very broad in scope where it is not only an activity of moving goods but also includes people, money, and data so that it can then be grouped simply based on the shape and scale of the commodity being managed and the form of the transaction, in detail it can be explained, among others:

1. Commodity managed
 - a. Industrial Raw Materials (Manufacturing, handicrafts, processed, etc)
 - b. Industrial products (automotive, electronics, medical device, etc)
 - c. Primary Basic Needs (Food, drink, medicine, etc)
 - d. Import and Export goods
 - e. e-Commerce goods
 - f. Others (Agriculture, sea / freshwater fisheries, and mining)
2. Transaction Form
 - a. International Industrial Trade (B to B)
 - b. Domestic Industry Trade (B to B)
 - c. Retail (B to C or C to C)
 - d. Electrotic Trade (B to B, B to C or C to C)

It can be concluded while that the types of logistics activities that are severely affected during the current pandemic are:

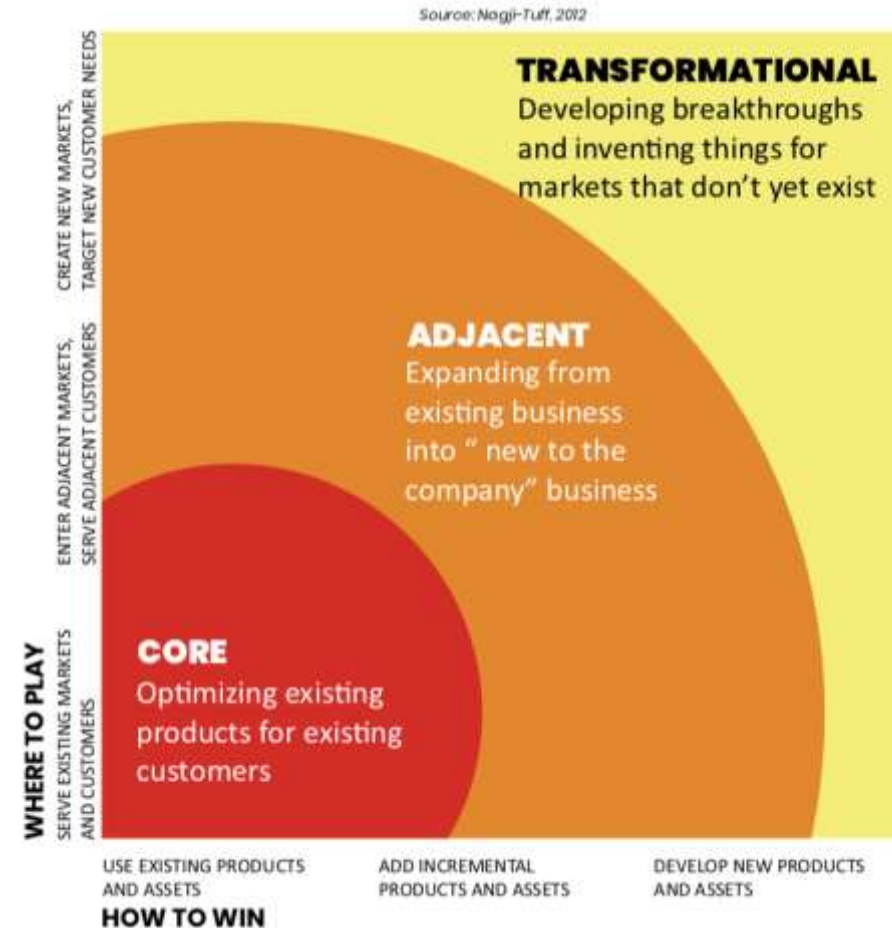
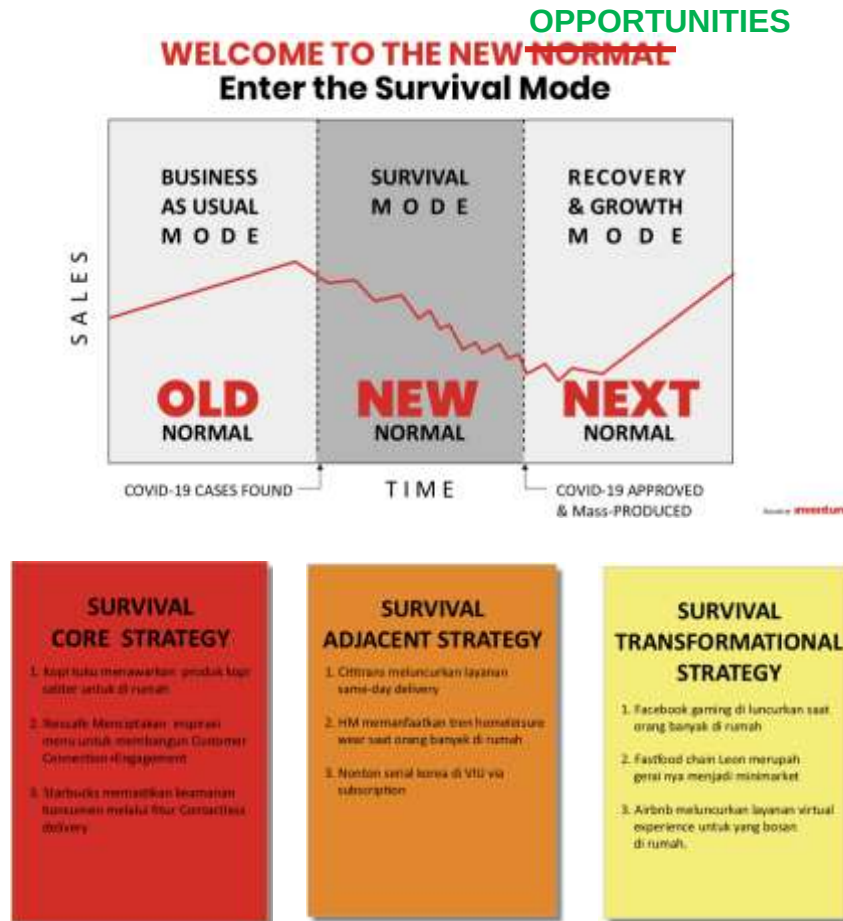
- Air Mode Freight Services
- Sea Mode Freight Services
- Container Truck Transportation Services (Container)
- Export / Import Truck Transportation Services
- Manufacturing Industry Raw Material Transportation Services
- Stevedoring / Loading Loading Services
- Customs and Port Clearance Services
- Container Depot Activities (Containers)
- Imported and Bonded Raw Material Warehousing Services
- Other Logistic Activities Services related to Business to Business (B to B) transactions

The logistica activities that can still survive and even experience positive growth even until the **New Normal and Next Normal** are:

- E-Commerce Logistics Services
- Delivery Goods Services (Courier Service)
- Staple Goods and Retail Goods Warehousing Services
- Logistics Services related to B to C (Business to Consumer) and C to C (Consumer to Consumer) Transactions



Survival Strategy





Survival Innovation

VALUE INNOVATION

1. Corona Bundling Kit
2. "Kopi Seliter" @ Home
3. Travelogistic
4. On-Demand Cleaning Service
5. "Anti-Bacterial" Proposition

PRODUCT INNOVATION

6. From Beauty to Sanity
7. Homeleisure Wear
8. Shop @ the Museum
9. Untouchable Sanitary Product
10. Healthy Product, Healthy Cashflow
11. "Coronassurance" for Fear Customers
12. Frozen Food Is the New Normal
13. Auto Giants Develop Healthcare Stuff

PROMOTION INNOVATION

14. Work from Apartment
15. #WFH = Work from Hotel
16. "Staycation Is the New Vacation"
17. Customer Connection+ Engagement

CHANNEL INNOVATION

18. Hotel Food Delivery
19. Beauty on-Demand
20. Grocery Go Online
21. "Direct-to-Consumer" Model
22. Book Delivery

SUPPLY-CHAIN INNOVATION

23. Online Retail Stocking
24. Delivery Hub Channel
25. Connect Consumers Directly to Breweries

SERVICE INNOVATION

26. Resto Experience @ Home
27. Contactless Service
28. Home Auto Service
29. Fuel on Delivery
30. Taxi Deliver Grocery
31. Supermarket Booking Spot

DIGITAL INNOVATION

32. Virtual Music Concert
33. Virtual Sport
34. Go Subscription
35. AI for Physical Distancing
36. Virtual Tourism

UX INNOVATION

37. "Banking From Home" Is The New Banking
38. Online Assistant
39. Virtual Personal Styling
40. "Date from Home"
41. Corona Map

COLLABORATION INNOVATION

42. Brand Collaboration
43. Cloud Kitchen
44. Crowd Scientist
45. Community Driven Delivery

MODEL BUSINESS INNOVATION

46. From Fastfood to Minimarket
47. AI-Based Skin Consultation
48. Facebook "Go Gaming"
49. Virtual Experience
50. Mall Turn to Hospital





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