

Ninja Van confident in PH e-commerce market; invests PHP 210 million in new sorting hubs and trucks for more efficient and expansive logistics services

MANILA, Philippines -- Recognizing the increasing prominence of e-commerce in the Philippines, tech-enabled express logistics company Ninja Van announced that it will be investing heavily into its asset base of sorting hubs and company-owned trucks to strengthen its support for e-commerce businesses, especially micro, small, and medium enterprises (MSMEs) by the fourth quarter of 2019.

"Filipinos have been ranked highest in terms of social media activity and internet use globally," Vin Perez, Ninja Van Philippines' Chief Operating Officer said. "Increasing online engagement is likely to yield in more growth in e-commerce, and this gives us confidence to be aggressive in our investments through ensuring that our asset base is up to par with the rising demands of the market."

Currently with 170 sorting hubs nationwide, Ninja Van committed to invest PHP 105 million in 50 more sorting hubs, and another PHP 105 million in 80 fuel-efficient, company-owned trucks to increase efficiencies in handling and transporting parcels. "Ninja Van enjoys a 95 per cent reach of the Philippine population," Perez said. "As we continuously cater to e-commerce businesses, our next step is to densify our presence all over the country, especially in the most populous areas like Metro Manila and Central Visayas, to ultimately speed up delivery times."

An internal Ninja Van survey conducted in the first quarter of 2019 revealed that 70 per cent of Philippine-based sellers identified delivery speed as their main challenge in conducting business.

"Providing top notch customer experience is at the heart of everything we do at Ninja Van," Martin Cu, Ninja Van Philippines' Country Head said. "By investing in these assets, we ensure responsiveness to the concerns of both online sellers and shoppers, and cement our position to become the country's most reliable express logistics service provider."

Launched in the Philippines in 2016, Ninja Van has become the fastest growing express logistics service in the country and has expanded to a fleet of over 8,000 riders serving e-commerce players including Lazada and Shopee.