



Assisting SMEs to Run their Business Cheaper, Ninja Xpress Seller Booster Increases the Number of SMEs Upgrading

JAKARTA, INDONESIA, 21 DECEMBER 2022 – [NinjaXpress](#) Seller Booster, an integrated service that provides end-to-end solutions for SMEs, has been helping the growing number of "upgraded" SMEs run their businesses more affordably. The increase in number of services for shippers, consisting of Capital Loans, Creative Business Solutions, Ninja Direct, and Ninja Fulfillment, is a testament to NinjaXpress Seller Booster's popularity.

Ninja Xpress Seller Booster is an innovative solution for every business challenge faced by SMEs, from lack of funding to difficulties in promoting their products. Businesses will be affected if any of the links along the chain is broken.

Andi Djoewarsa, CMO Ninja Xpress said: "Developing a business is not as easy as it looks. Ninja Xpress understands and wants to assist SMEs through Ninja Xpress Seller Booster to lower their operating costs. We are pleased with the shipper's positive response to this service and hope that Ninja Xpress Seller Booster will upgrade more SMEs. We will continue to develop and adapt this service to meet the future needs of shippers."



Fakta Menarik

Creative Business Solution

Creative Hub

>8000 shipper

sudah menggunakan layanan foto & video produk.

>75rb produk

Juga sudah kami produksi dengan rata-rata 12 produk tiap shipper

Kategori paling sering diproduksi ada Fashion, Herbal dan Food.

Layanan ini hadir di **5 kota**

Videotron

12 shipper

sudah menayangkan produknya melalui layanan ini!

Layanan ini tersedia di **20 titik** di seluruh Indonesia

Tipe video promosi yang paling banyak **>180x per hari**

Endorsement

>60 shipper menggunakan layanan Endorsement!

>65 KOL berpartisipasi membantu shipper.

Wendy Walters adalah KOL dengan followers terbanyak yang turut membantu.

KURASI

Shipper juga difasilitasi event KURASI dengan lebih dari 1500 UMKM berpartisipasi dan telah diadakan lebih dari 20 event di 10 kota besar.

KL-OP

Kolaborasi Lokal Punya

>30 shipper sudah berpartisipasi dalam kolaborasi antar brand lokal

Point Rewards

- >9000 shipper telah merasakan keuntungan pakai Point Rewards
- >3700 transaksi penukaran poin berhasil dilakukan
- Total hadiah yang telah ditukar senilai >3,5 Miliar!
- Smartphone, Elektronik & Saldo E-Wallet adalah item populer yang ditukarkan

Monthly Thematic





Creative Business Solution menghadirkan tema unik tiap bulannya untuk foto & video produk. Selama program berjalan, lebih dari 110 shipper telah menggunakan fasilitas ini.

Tema yang dihadirkan diantaranya:

Holiday at Home, CNY, Valentine, Ramadhan, Energetic Summer, Gelora Express, September in Shadow, Smoketober.

(Creative Business Solution Factsheet)

Creative Business Solutions

According to the *Suara UKM Negeri 2020* study, SMEs still need marketing assistance since there is increasing competition in e-commerce.



Over 8,000 shippers have used the Creative Hub –photos and videos production service – available in several big cities in Indonesia. More than 75,000 SME products have been shot at Creative Hub with fashion, herbal, with food products dominating the product categories.

Meanwhile, during ramadhan more than 12 shippers have been assisted in the production and display of their advertisements on Videotron in more than 20 areas in Indonesia. All promotional videos for these shippers have been broadcasted for more than 180 times during the ramadan period.

The Creative Business Solutions suite also helps shippers collaborate with KOL/influencers easier and better. More than 60 KOLs/influencers and shippers collaboration have been established, including Wendy Walters – the KOL with the most followers – to promote products for more than 60 SMEs.

Ninja Xpress has also provided business-development training to more than 1,500 SMEs through 20 KURASI events in various cities.

Point Rewards

Point Rewards, a game-changing loyalty program for Ninja Xpress users, also announced that over 9,000 shippers have exchanged points for prizes such as mobile phones, electronic goods, and e-wallets.

Ninja Xpress is ready to help with easy package delivery via pick-up directly to the location by registering first at <https://selalusiap.ninjaxpress.id>. Various services from regular, same day, to COD (Cash on Delivery) with precise calculations and disbursement 2 times a week are ready to help MSMEs send packages all over Indonesia.