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## **Ninja Mart Empowers FMCG Brands with Extensive Rural Reach Across Malaysia**

*Data-driven logistics approach connects brands with rural consumers through a nationwide network of over 38,000 store partners*



**KUALA LUMPUR, MALAYSIA, 10 May 2023** – [Ninja Van Malaysia](#), a tech-enabled express logistics company, recently introduced [Ninja Mart](#), a distribution platform that connects brands and their products to rural shops and independent retailers. With over 38,000 store partners and 11 fulfilment hubs nationwide, Ninja Mart's innovative distribution model further reiterates its commitment to providing hassle-free solutions to partners across the country by enabling brands to reach untapped rural markets.

**Ellery Aruldoss, Head of Ninja Mart Malaysia and Vietnam**, said, “Malaysia is a country with a diverse set of retail channels. While urban areas have thrived, rural consumption is still a prominent facet of the Malaysian economy. These traditional trade stores have served the community for generations, providing basic everyday goods. However, they are often underserved and face problems obtaining supplies due to their location in remote areas making transportation and logistics more challenging and expensive. To ensure a robust rural economy, traditional trade stores must have equal access to various products. At the same time, brands can also expand their network to a broader reach.”

Ninja Mart provides a one-stop-shop solution that enables brands to get their products into the hands of rural consumers through an extensive network of small retailers. Leveraging Ninja Van's tech-drive logistics solutions, Ninja Mart allows brands to effectively target rural consumers. Brands can leverage the platform's established relationships with rural store owners to ensure that their products are being marketed to the right customers. "Ninja Mart creates opportunities for businesses to expand their reach and distribution into untapped markets. In doing so, we add great value to the way brands go to market in a country with bustling rural and urban consumption." Ellery added.

In Malaysia, Ninja Mart has partnered with Julie's Biscuits to expand their brand exposure to the rural areas. An established brand with more than 38 years of history and a solid direct sales team, tapping into hotels, restaurants, and cafes (HORECA) is a new market the brand wants to expand to. Since partnering with Ninja Mart, Julie's Biscuits has been able to further expand their outlets as well as expand into HORECA outlets by leveraging Ninja Mart's wide network of HORECA outlets. In addition to expanding Julie's Biscuits' reach in the East Coast, Ninja Mart has a wide network of HORECA outlets that they can leverage to help the brand reach even more potential customers in Malaysia. This partnership between Julie's Biscuits and Ninja Mart resulted in multi-gains for both parties, including increased sales, improved customer loyalty, and enhanced brand reputation.

With a team of over 200 sales professionals, Ninja Mart offers the ideal solution for FMCG brands comprising a reliable sales team, technology integration, and the opportunity for businesses to expand further into rural regions. With strong on-ground sales support, Ninja Mart provides weekly store visits across 10 urban and rural markets in Malaysia. Furthermore, the team is able to identify the retailer's needs, interests, and preferences by frequent outlet visits. Through this data, Ninja Mart helps these brands and retailers create targeted messaging and better inventory recommendations to ensure these businesses remain competitive.

Ninja Mart provides store partners with detailed sales performance reports, monthly inventory forecasts, store audits, and the latest census information. Moreover, Ninja Mart has the expertise and knowledge to help FMCG brands to overcome their challenges in reaching a harder-to-reach market. Harnessing Ninja Van Malaysia's logistics capabilities, Ninja Mart provides swift coverage across the country with over 95% service-level agreement of 48-hour delivery periods. With efficient deliveries and fully stocked shelves, brands and retailers can achieve customer loyalty that will bring their businesses to the next level.