DAGANGAN

Di mana pun, jadi mudah

# Accelerating Indonesia's Rural Economy




Dagangan Indonesia | Dagangan Indonesia | Dagangan Indonesia | Dagangan Indonesia

bantuan@dagangan.com
0811 - 202 - 395

Download aplikasinya sekarang!
GET IT ON Google Play
Dagangan Sembako Grosir & Ecer

DAGANGAN

Di mana pun, jadi mudah

# About Us

Dagangan is the trusted **tech-enabled rural commerce platform that provides access to daily necessities at affordable prices to rural communities.** We are here to accelerate Indonesia's economy by powering communities and providing greater economic opportunities for all.

**Dagangan aims to tackle down the pain points of**

**100++**

million people in



**3-4**

tier cities

**Examples:**

- Grabag
- Kutoarjo
- Sewon

### Underserved

too small to be served by sales

→ **Lower minimum order to capture retailers of all scales**

### Logistic Nightmare

Need to close the stall to go to the market that located 20 km away every two days.

→ 


**Free delivery charge in tier 3-4**

### High Cost

Uncompetitive price and small margin.

→ **~12% cheaper price than nearest wholesalers**

DAGANGAN

Di mana pun, jadi mudah

# Our Missions

- Improving communities' welfare by providing infrastructure to facilitate the distribution of high-quality and affordable daily necessities.
- Stimulating entrepreneurship by paving the way for local products to access new and larger markets.
- Creating an integrated inclusive digital economy by promoting effective and sustainable trade practices.

# Our Values

**Integrity**

We make sure that each of our actions are truthful, accountable, and transparent, both in our personal and professional work life.

**Compassion**

We don't measure success merely by commercial traction. Success for us is creating perpetual positive impacts for the society.

**Impact Driven**

We bring humanity and are committed to serve communities with empathy, respect, and dignity.

# Our Journey

**2019**

Dagangan was founded and started its first hub in Magelang, Central Java.

**2020**

Received Seed Funding and scaled up across Java and Yogyakarta.

**2021**

Received Pre-Series A and Series A Funding, scaled coverage across West Java, and launched B2C initiative.

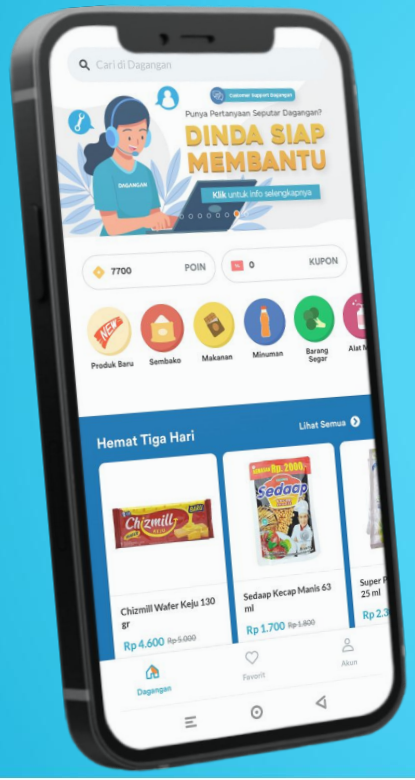
**2022**

Received Pre-Series B Funding, scaling up coverage in whole Java island

DAGANGAN

Di mana pun, jadi mudah

# DAGANGAN




Dagangan is the **trusted tech-enabled rural commerce platform** that provides access to daily necessities at affordable prices to rural communities.

Manufacturer

Backend System

Hubs are operated collaboratively with local communities

Dagangan App supported by local influencers

Micro Retailers & End Customers

**Dagangan Scope**

Delivery

Dagangan Indonesia | Dagangan Indonesia | Dagangan Indonesia | Dagangan Indonesia

bantuan@dagangan.com
0811 - 202 - 395

Download aplikasinya sekarang!

GET IT ON Google Play

Dagangan Sembako Grosir & Ecer

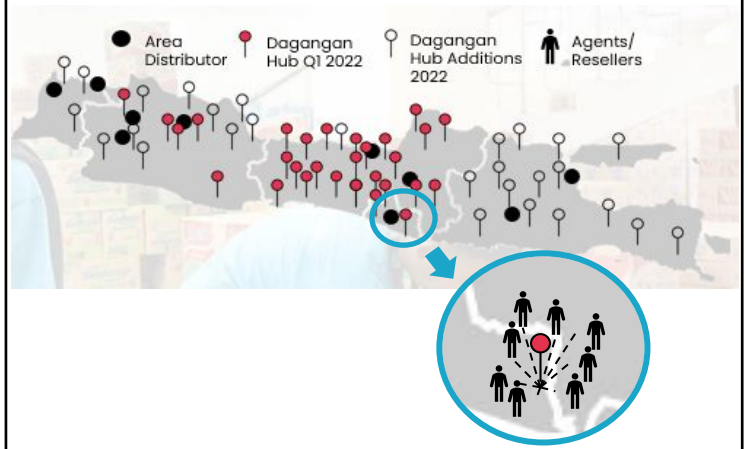
# Dagangan has **the deepest area penetration** which are **unreached by traditional distribution chain & other players**

## Before Dagangan




From area distributors, goods are delivered to traders & big wholesalers in Tier 2 cities only. To reach deeper areas, the goods are delivered through several supply chain players before finally reaching the end consumers in Tier 3 – 4 cities

## After Dagangan




From area distributors, goods are delivered to Dagangan hubs in Tier 3 – 4 cities, which will be distributed directly to end consumers, or through our network of agents/ resellers

DAGANGAN

Di mana pun, jadi mudah

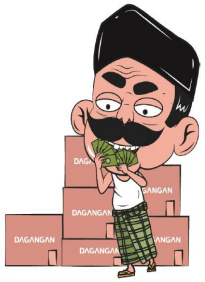
# Our Socio-Economic Impact

Supporting local entrepreneurship is in our DNA. We partner with local producers and provide them with access to new and larger markets for their high-quality products.




**50+**

of local products have been marketed via Dagangan platform




**IDR 100 MIO +**

of an additional income for local entrepreneurs



**49.5%**

of our *warung* owners and SMEs have increased their revenue by

**60%**



**40+** Hubs

**500,000+** Transactions

**17,000+** Villages

**30,000+** Users

## Our Assortment

**4,000 SKUs**

**from multiple categories:**

FMCG, Fresh Products, Mom & Baby, Home & Living, Electronics, Fashion






DAGANGAN

# Our Team

Di mana pun, jadi mudah



**Ryan Manafe**
*Co-founder & CEO*

- **Former founder & CEO of SUN Energy**, biggest Indonesia solar company
- **3+ years at McKinsey,** involved in energy, FMCGs, and operational efficiencies
- Started career in UKP-PPP (presidential task force)

SUN · UKP4 · McKinsey & Company · accenture



**Wilson Yanaprasetya**
*Co-founder & President*

- **Former COO of Qerja**, 5 years in Private **Equity sector, previously Vice President at Northstar**
- Certified Lean Six Sigma Black Belt, with 4 years in process reengineering,
- 3+ years in R&D and software engineering

Qerja · northstar · TELUS



**Willy Chandra**
*Co-founder & COO*

- Previously PMO manager **and COO** (SUN)
- 2+ years as **brand & product manager** at Procter & Gamble

SUN · P&G



**Andhika Estrada**
*Co-founder & CTO*

- **Former Principal Architect** at Bukalapak & Engineering Manager at Tokopedia
- **Deputy CTO** at Qerja.com

Qerja · BukaLapak · tokopedia

Supported by a world-class team from leading companies

tokopedia · gojek · Grab · Unilever · unicharm · MAYORA · HERO · TRANSmart Carrefour · Alfamart · CIRCLE K · uuoobiz · Lazada · STOQO

# Our Allies

## Government

- Ministry of Villages, Development of Disadvantaged Regions, and Transmigration
- Ministry of Communications and Information Technology
- Surakarta City Government
- Ministry of trade

## Principals

- Dagangan allows national, international, and local principals to optimize their business in the untapped market through:
  - Coverage (Efficient Distribution)
  - Clarity (Market Understanding)
  - Stability (Continuous Availability)

Dagangan has a strong focus and presence in the outlying society of Indonesia. It helps the work of the government in serving the communities, especially during this hard time where the scarcity of cooking oil has become a burden for everyone, especially those in the rural area.

**- Ministry of Trade of Republic of Indonesia**

Dagangan has some unique characteristics, which are their distribution network and locally-sourced manpower which helps accelerate the outlet acquisition process. After partnering with Dagangan, We have scored a significant growth, reaching 3X compared to before. In terms of product penetration, Dagangan has also helped us to enter rural areas in Central Java where other competitors have yet to conquer. Now, Dagangan is in the top 5 pareto of our cooking oil sales.

**- Sinarmas**

DAGANGAN

Di mana pun, jadi mudah

# Success Stories



When I started this business 1.5 years ago, my daily sales were around IDR 400k -600k/day, and now my daily sales is >IDR 1.500k/day. Dagangan has provided high variety of products with a very competitive price, which helps me a lot to attract more customers.

**Herlina**
Magelang

Local Customer
Customer



Since my husband passed away, I have to support all family's financial matters. Dagangan allows me to develop my own business from home while taking care of my 4 children.

**Indah**
Salatiga

Key Opinion leader
Local Reseller



Having lived in Desa Secang for more than 20 years, no one has ever created such a big impact in our community like Dagangan does. Hiring locals, helping communities with basic necessities, delivering within 24 hours to rural area.

**Supriyono**
Magelang

Local Community
Area Sales Manager



Kentang (potato) Mustofa can only reach buyers in the district around the house. With Dagangan, buyers across West Java are now buying, and currently nearly 80% of my income is coming from Dagangan.

**Meta**
Bandung

Local Producers
Local Suppliers

DAGANGAN

Di mana pun, jadi mudah

# Thank you




**PT. Dagangan Karya Indonesia**

Jl. Magelang Km.14, Temulawak, Triharjo, Sleman
Yogyakarta 55515