

# FROM MALAYSIA TO SOUTHEAST ASIA

A Practical Guide for E-commerce SMEs  
Expanding Beyond Borders





# CHAPTERS

- 1. The Movement of Goods: Logistics**
  - a. Which Supply Chain Model should I use?
  - b. Which Delivery Options should I choose?
- 2. How do I know if shoppers in other Southeast Asia countries will buy from a Southeast Asian brand?**
- 3. How do I reach these Southeast Asian shoppers?**
  - a. Digital Marketing 101 by CPXi
  - b. How Can Your Brand Drive Sales? by antics@play
- 4. Now that these Southeast Asian shoppers have bought from me, how do I get my goods to them?**
- 5. What else should I consider when choosing a Southeast Asian country to enter?**
- 6. Why should I choose Ninja Van for my Southeast Asian expansion?**



# IT'S 2025!

## ARE YOU LOOKING FOR NEW WAYS TO GROW YOUR BUSINESS THIS YEAR?

How about expanding into neighbouring countries?

Geographical closeness means:

- faster shipping times,
- reduced shipping costs, and
- easier management of returns or customer issues.

Sure, it's not *that* easy.

But hey, look how far you've come in Malaysia!

Now let's see what your business can look like in Singapore, Indonesia, The Philippines, Thailand, and Vietnam.





# WE KNOW TURNING PIXELS INTO PARCELS IS TOUGH.

Haven't we all wished shoppers could simply pull their purchases straight from the screen?

But here's the reality: your goods need to physically reach your shoppers to complete the e-commerce sales cycle.

So let's start by talking about the movement of goods: **logistics**.



# WHICH SUPPLY CHAIN MODEL SHOULD I USE?

There are 3 supply chain models to move your goods from Malaysia to neighbouring countries:



## Source + Production + Local Fulfillment

Start from scratch in a new country.

Yes, the whole set-up, from manufacturing to sales and operations.



## Bulk Shipping + Local Fulfillment

Send goods in bulk from Malaysia or your manufacturing base to the destination country.

Then use a fulfillment warehouse to send goods to shoppers in the destination country.



## Direct-To-Customer

Send directly from Malaysia to shoppers in the destination country.



## Source + Production + Local Fulfillment

*This is the riskiest and most expensive approach.*

What if your goods don't sell well in that chosen destination country?  
What if the quality of goods don't meet your expectations?  
What if the production cost exceed your budget?

All these uncertainties make this approach a high-stakes gamble.



## Bulk Shipping + Local Fulfillment

*This is of moderate risk and cost.*

While it enables faster delivery times and can even facilitate parcel returns, there's the risk of understocking or overstocking your fulfillment warehouse.

This means paying for extra space – either that which you need or that which you don't.



## Direct-To-Customer

*This is of the lowest risk and cost.*

You'll manage inventory **only in** one country and you'll ship your goods **only when** shoppers in that destination country place an order.

While it may take longer – *no level of tech advancement can delete the land and sea that still need to be crossed* – a good logistics company can ensure your goods get delivered on time and in full.

**Out of the 3 supply chain models, Direct-To-Customer is the best way for you to test the waters in your desired destination country.**

### If it doesn't work

At least you've tried – at minimal risk and cost. You can even try your luck at other countries in Southeast Asia.




### But if it works

Congratulations – you have found a new expansion channel, all without having to develop a new product or launch a new category.





# WHICH DELIVERY OPTION SHOULD I CHOOSE?



Option	What it means	What it's for
<b>Express Service</b>	<b>*Cost: Premium</b> The fastest option with full tracking and guaranteed delivery times.	<ul style="list-style-type: none"><li>• When speed is the name of the game (think next-day delivery).</li><li>• For high-value and/or time-sensitive goods.</li></ul>
<b>Commercial Service</b>	<b>*Cost: Economical</b> A service designed for e-commerce businesses with a competitive lead time.	<ul style="list-style-type: none"><li>• Shipments of any value, especially mid-to-large volumes.</li><li>• Businesses needing multiple value-added services like cross-border shipping, warehousing, and last-mile delivery.</li></ul>
<b>Postal Service</b>	<b>*Cost: Budget-friendly</b> An option using postal networks, with basic tracking.	<ul style="list-style-type: none"><li>• Small, low-value, and/or non-urgent shipments.</li><li>• For occasional shippers or light, infrequent needs.</li></ul>

\*cost of each option is relative to the average e-commerce goods value of USD122.82.

# WHICH DELIVERY OPTION SHOULD I CHOOSE?

Since **Commercial Service** strikes the ideal balance between speed and cost savings, it's the go-to choice for businesses.

Not only does it offer competitive pricing, but it also provides reliable delivery speeds that cater to various business needs.





**HOW DO I KNOW IF SHOPPERS  
IN OTHER SOUTHEAST ASIA COUNTRIES  
WILL BUY FROM A SOUTHEAST  
ASIAN BRAND?**





## GREAT QUESTION!







Our suggestion for you to expand into neighbouring countries wasn't made lightly.

We've backed our suggestion with internal data coupled with external research.

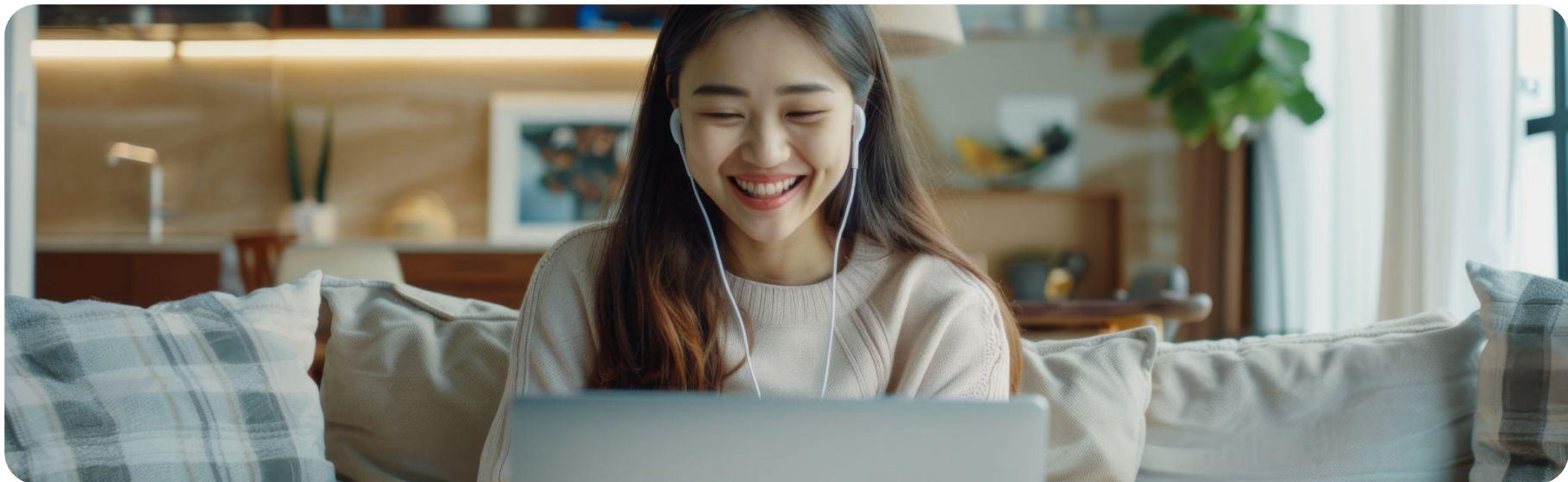
Partnering market research firm Milieu Insight, **we surveyed 1,200 shoppers across six countries in November 2024.**

Let's dive deeper to better understand these customers outside of Malaysia and prepare to sell to them.

## Qn. Which of the following Southeast Asian countries' brands besides your own country would you consider purchasing from in the future? (Multi-select)

SEA Brand Purchase Consideration Total Sample, N=1200	 200	 200	 200	 200	 200	 200
Singapore	–	61% ▲	46%	68% ▲	68% ▲	57% ▲
Malaysia	67% ▲	–	41%	46% ▲	42%	28% ▼
Indonesia	43% ▲	45% ▲	–	44% ▲	31%	31%
Philippines	26% ▲	21%	9% ▼	–	25% ▲	25% ▲
Thailand	65% ▲	58% ▲	37% ▼	65% ▲	–	64% ▲
Vietnam	45% ▲	31%	19% ▼	48% ▲	54% ▲	–
None of the above	7%	5%	14% ▲	3%	6%	6%

**WE FOUND THAT SOUTHEAST ASIANS  
DO LIKE NEIGHBOURING BRANDS!**



Aside from Indonesians, shoppers across the rest of Southeast Asia generally have favourable opinions of their neighbours' brands, suggesting a strong likelihood of purchasing from the region.



# HERE ARE THEIR TOP CROSS-BORDER SHOPPING CATEGORIES:

47%

Food & Beverage



68%

Fashion & Accessories



46%

Health & Beauty



2

1

3

# AND WHAT DRIVES OUR SHOPPERS ISN'T JUST BETTER VALUE FOR MONEY **BUT ALSO...**



39%

cited **“unique products that can’t be found in my own country”** as a reason why they want to buy from other Southeast Asian brands.

34%

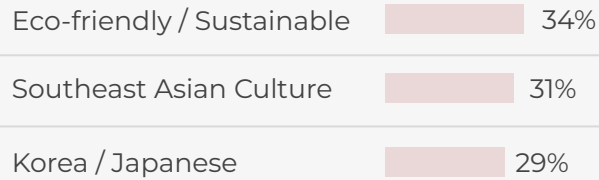
cited **“quality craftsmanship”** as a reason why they want to buy from other Southeast Asian brands.



# BRANDING PREFERENCES ARE QUITE VARIED AMONG SHOPPERS.

## Preferred branding for SEA brand products

Total Sample, N=1200



Branding preferences are quite varied. Malaysians generally lean more towards Korean and Japanese-inspired aesthetics, while Singaporeans show a preference for mass-market appeal.

On the other hand, shoppers in The Philippines and Thailand resonate best with eco-friendly and sustainable brands, while in Vietnam, there's a stronger pull towards branding that reflects Southeast Asian culture.





## **YES, OUR SHOPPERS PRIMARILY BUY FROM MARKETPLACES.**

**82% of Southeast Asians shop from neighbouring countries via platforms like TikTok Shop, Lazada, and Shopee.**

But we all know the increasing commissions these platforms take from you. That's a sentiment highlighted in the latest Google, Temasek, and Bain e-Economy SEA Report 2024 as platforms vie for profitability.

How can businesses become less reliant on the marketplace ecosystem?



In our survey across six Southeast Asian countries,

**51%** *of shoppers said they buy from **social media platforms**,*

**39%** *purchase directly from **official brand websites**.*

These two channels are critical for you to gradually reduce reliance on marketplaces and transition to a more mature and sustainable e-commerce model.



#DidYouKnow that the Google, Temasek, and Bain e-Conomy SEA Report 2024 also found that e-commerce is fuelled by video commerce? Find out how to get behind that trend in our [Live Selling and Social Commerce Guides](#).

**GREAT TO KNOW THAT SOUTHEAST ASIANS BUY  
FROM OTHER SOUTHEAST ASIAN BRANDS!**

**NOW, HOW DO I REACH THEM?**







## YOU'VE HEARD IT BEFORE...

**Southeast Asian countries may be geographically close, but that's where our similarities end.**

Since each Southeast Asian country is unique, so are its shoppers.

You need to understand your shoppers and tailor the shopping experience to their behaviours.

**It's not just about brand discovery; it's about earning their trust.**

In the age of scams and fraud, how do you convince your shoppers that you're trustworthy?

## Digital Marketing 101



CPXi Asia

### How Can Your Brand Drive Sales?



## ENTER DIGITAL MARKETING AND TRUST-BUILDING

While we at Ninja Van are not experts in these areas, we've got friends who are. We tapped into their expertise to uncover how these strategies can be done effectively.

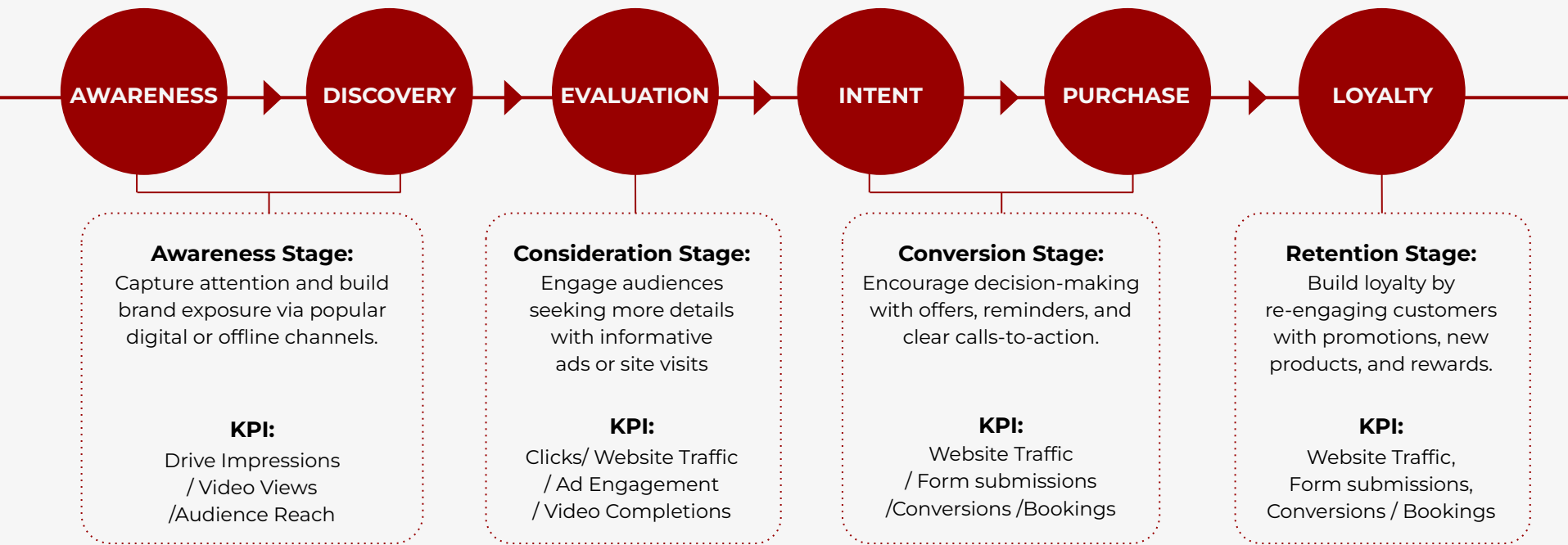


# DIGITAL MARKETING 101



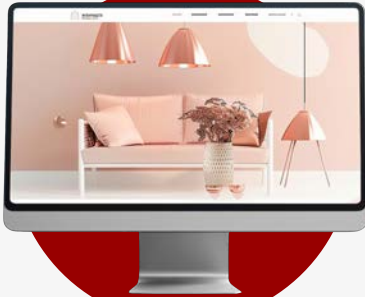
# BEGINNING YOUR DIGITAL MARKETING JOURNEY -FULL FUNNEL APPROACH

Guide your customers down the journey



# BEGINNING YOUR DIGITAL MARKETING JOURNEY

Fundamental digital infrastructure you should start to build up



## Build Your Official Website

Use DIY tools such as Wix, Wordpress or Shopify to create your website.

- Highlight key products, unique selling points and essential details.
- Mention keywords relevant to your products that can help in your SEO (Search Engine Optimizations).
- Add a shopping feature for direct checkout, if possible.



## Official Social Media Account

Post regularly about products, services, testimonials and other valuable info.

- Manage comments and reply to messages for feedback and FAQs.
- Use User-Generated Content (UGC) to engage followers.
- Keep a consistent brand voice and visual style.



## Build Up Resource Bank

Archive photos and videos of your star products or services.

- Collect and use customer reviews with permission.
- Record behind-the-scenes content or event footage.
- Use these resources for website, social media, ads and other marketing efforts.



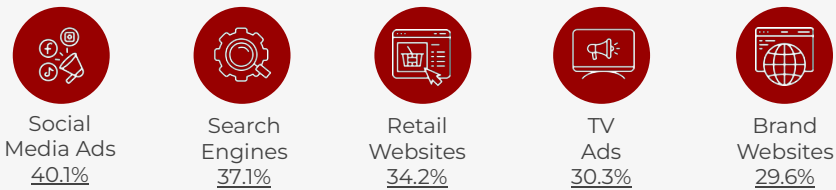
# MARKET'S LANDSCAPE



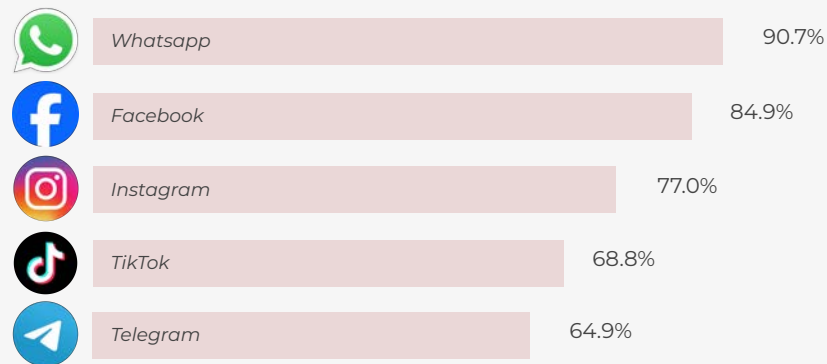
# DIGITAL MEDIA USAGE IN MALAYSIA

Language usage for E-commerce: 83% English.  
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

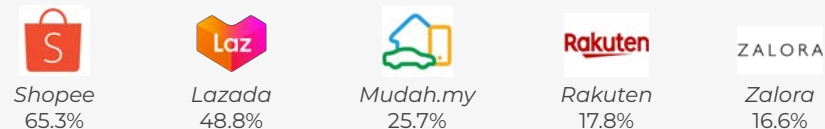
## Brand Discovery



## Most used Social Media Platforms



## Top E-Commerce Platforms



## Seasonality & Shopping Trends

### Significant Holidays

- Lunar New Year - Jan to Feb
  - Most shops will be closed on the first day.
  - This is celebrated by Chinese communities for up to 2 weeks.
- Christmas to New Year's Day - Dec to Jan
  - Popular period of time for travel.
- Hari Raya Aidil Fitri - Apr
  - This is celebrated by Muslim communities.

### Promotional Periods

- Festive periods - Christmas, Lunar New Year & Hari Raya Aidil Fitri
- Double-digit Sales - 10.10, 11.11, etc
  - Some e-commerce platforms run these promotions every month.
- MYCyberSALE - Sep or Oct
- Black Friday & Cyber Monday - End Nov

## Actionable Insights

- Invest in social media ads as they are the top method for brand discovery, especially on Facebook, and Instagram.
- Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
- List products on the top e-commerce platforms in Malaysia and retail websites to maximize reach.
- Run TV ads and create your own website as additional brand discovery channels to reach a broader audience.
- Align promotions with the above promotional periods, considering your nature of business.

# DIGITAL MEDIA USAGE IN SINGAPORE

Language usage for E-commerce: 91% English.

Source: [Google, Temasek and Bain's e-Economy SEA report 2024](#)

## Brand Discovery



Search  
Engines  
30.4%



Word-of-  
mouth  
28.3%



Social  
Media Ads  
25.1%



Retail  
Websites  
24.7%



In-store  
Promos  
24.0%

## Most used Social Media Platforms



Whatsapp

74.7%



Facebook

72.7%



Instagram

60.3%



TikTok

52.5%



Telegram

47.8%

## Top E-Commerce Platforms



Shopee  
83.6%



Lazada  
61.8%



Carousell  
35.6%



Qoo10  
30.6%



Amazon  
25.5%

## Seasonality & Shopping Trends

### Significant Holidays

1. Lunar New Year - Jan to Feb
  - a. Most shops will be closed on the first day.
  - b. This is celebrated by Chinese communities for up to 2 weeks.
2. Christmas to New Year's Day - Dec to Jan
  - a. Popular period of time for travel.
3. School Holidays - Jun & Dec
  - a. Popular period of time for travel, especially for parents with kids aged <17.

### Promotional Periods

1. Festive periods - Christmas & Lunar New Year
2. Double-digit Sales - 10.10, 11.11, etc
  - a. Some e-commerce platforms run these promotions every month.
3. The Great Singapore Sale - Jun to Aug
4. Black Friday & Cyber Monday - End Nov

## Actionable Insights

1. Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
2. Encourage word-of-mouth referrals by implementing a customer referral program.
3. Run targeted ads on Instagram and TikTok to reach younger Singaporean audiences.
4. Align promotions with the above promotional periods, considering your nature of business.
5. List products on the top e-commerce platforms in Singapore as well as retail websites to maximize reach.

# DIGITAL MEDIA USAGE IN THAILAND

Language usage for E-commerce: 79% Thai.

Source: [Google, Temasek and Bain's e-Economy SEA report 2024](#)

## Brand Discovery



Search Engines  
35.2%



Ads in Mobile Apps  
29.3%



TV Ads  
29.2%



Social Media Ads  
28.5%



Comparison Websites  
28.3%

## Most used Social Media Platforms



Facebook

91.5%



Line

90.5%



TikTok

83.0%



Facebook Messenger

81.5%



Instagram

64.5%

## Top E-Commerce Platforms



Shopee  
73.8%



Lazada  
66.2%



Rakuten  
22.4%

kaidee

Kaidee.com  
11.5%



Amazon  
11.2%

## Seasonality & Shopping Trends

### Significant Holidays

- Songkran - Apr
  - Most shops will be closed.
  - Celebrated for 3 days.
- New Year's Day - Jan
  - Most shops will be closed.
- Vesak Day - May
- Loy Krathong ("The Festival of Lights") - Nov

### Promotional Periods

- Festive periods - Songkran & Christmas
- Amazing Thailand Grand Sale - Jun to Aug
- Double-digit Sales - 10.10, 11.11, etc
  - Some e-commerce platforms run these promotions every month.
- Black Friday & Cyber Monday - End Nov

## Actionable Insights

- Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
- Invest in mobile app and TV ads to promote your brand.
- Engage customers through Facebook, LINE and TikTok, the most popular social media platforms.
- Align promotions with the above promotional periods, considering your nature of business.
- List products on the top e-commerce platforms in Thailand and product comparison websites to maximize reach.

# DIGITAL MEDIA USAGE IN INDONESIA

Language usage for E-commerce: 80% Indonesian.

Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

## Brand Discovery



Search Engines  
40.5%



Social Media Apps  
36.2%



Social Media Comments  
34.7%



Word-of-mouth  
29.9%



TV Ads  
29.5%

## Most used Social Media Platforms



Whatsapp

90.9%



Facebook

85.3%



Instagram

81.6%



TikTok

73.5%



Telegram

61.3%

## Top E-Commerce Platforms



Shopee  
77.0%



Tokopedia.com  
58.7%



Rakuten  
38.3%



Blibli  
15.0%



Rakuten  
12.3%

## Seasonality & Shopping Trends

### Significant Holidays

- Lunar New Year - Jan to Feb
  - While this is traditionally celebrated for 2 weeks, it is celebrated for a shorter period of time.
- Christmas to New Year's Day - Dec to Jan
- Hari Raya Aidil Fitri - Apr
  - This is celebrated by Muslim communities.
- Eid-al-Adha - Sep
  - This is celebrated by Muslim communities.

### Promotional Periods

- Festive periods - Ramadan & Lunar New Year
- Double-digit Sales - 10.10, 11.11, etc
  - Some e-commerce platforms run these promotions every month.
  - 12.12 is known as Harbolnas, Indonesia's 'National Online Shopping Day' created by Lazada.

## Actionable Insights

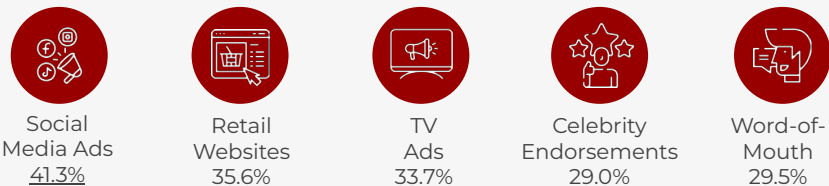
- Focus on Search Engine Optimization (SEO) and use Google Ads to capture search traffic from consumers actively looking for products like yours.
- Promote your brand through Instagram, Facebook and TikTok, most widely used social media platforms in Indonesia, and TV ads to maximise reach.
- Leverage social media comments and word-of-mouth to enhance brand credibility and encourage referrals by implementing a customer referral program.
- Align promotions with the above promotional periods, considering your nature of business.
- List products on the top e-commerce platforms in Indonesia.



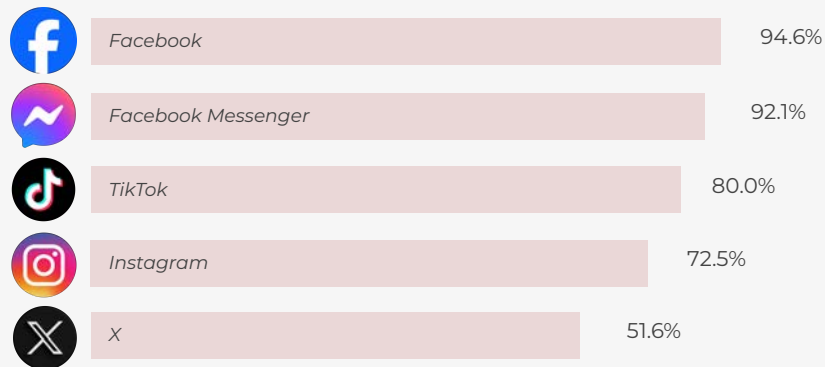
# DIGITAL MEDIA USAGE IN PHILIPPINES

Language usage for E-commerce: 97% English.  
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

## Brand Discovery



## Most used Social Media Platforms



## Top E-Commerce Platforms



## Seasonality & Shopping Trends

### Significant Holidays

- Holy Week - Mar to Apr
  - Most shops tend to close on Good Friday and reopen on Easter Sunday.
  - Popular period of time for travel.
- All Saints Day - Nov
- Christmas to New Year's Day - Dec to Jan
  - Popular period of time for travel.

### Promotional Periods

- Festive periods - Christmas
- Double-digit Sales - 10.10, 11.11, etc
  - Some e-commerce platforms run these promotions every month.
- Summer Break - Mar to May
- Black Friday & Cyber Monday - End Nov

## Actionable Insights

- Invest in social media ads as they are the top method for brand discovery, especially on Facebook, and TikTok - TikTok has a 80% user base with engaging content resonating with younger Filipino audiences.
- Use retail websites and TV ads as supplementary channels for brand exposure to reach wider demographics. Consider celebrity endorsements to enhance brand trust and visibility.
- Maximize e-commerce presence on Shopee and Lazada, as they are the most popular platforms in the Philippines.
- Align promotions with the above promotional periods, considering your nature of business.
- Encourage word-of-mouth referrals by implementing a customer referral program.

# DIGITAL MEDIA USAGE IN VIETNAM

Language usage for E-commerce: 90% Vietnamese.  
Source: [Google, Temasek and Bain's e-Conomy SEA report 2024](#)

## Brand Discovery



Search Engines  
35.1%



TV Ads  
35.6%



Consumer Review  
28.2%



Comparison Websites  
25.9%



Brand Websites  
25.1%

## Most used Social Media Platforms



Facebook

89.7%



Zalo

88.5%



TikTok

77.8%



Facebook Messenger

76.6%



Instagram

47.6%

## Top E-Commerce Platforms



Shopee  
72.7%



Lazada  
53.4%



Tiki  
31.2%



Amazon  
13.0%



Rakuten  
12.9%

## Seasonality & Shopping Trends

### Significant Holidays

1. Tết (Vietnamese New Year) - Jan to Feb
  - a. It is celebrated for 6 days
2. Reunification Day - Apr
3. Mid-Autumn Festival - Sep to Oct
  - a. Popular period of time for travel, especially for parents with kids aged <17.

### Promotional Periods

1. Festive periods - Tết (Vietnamese New Year)
2. Double-digit Sales - 10.10, 11.11, etc
  - a. Some e-commerce platforms run these promotions every month.
3. Black Friday - End Nov

## Actionable Insights

1. Focus on Search Engine Optimization (SEO) and use Google Ads as search engines are a top method for brand discovery in Vietnam.
2. Leverage TV ads to widen your reach to different demographic groups and partner with consumer review and product comparison sites to build trust and credibility.
3. Tap into Shopee and Lazada for e-commerce, which are the most popular online shopping platforms and encourage customers to leave reviews.
4. Ensure that your website is optimised for a smooth consumer experience and checkout.
5. Align promotions with the above promotional periods, considering your nature of business.

A man in a dark suit stands with his back to the camera, looking out from a high-rise window. The view is a panoramic cityscape at sunset, with a river and a park in the foreground. The sky is filled with colorful clouds in shades of blue, orange, and pink. The city skyline is visible in the distance, with several skyscrapers. The foreground shows a wide river with a bridge and a park with many trees. The overall atmosphere is serene and contemplative.

**WHAT'S NEXT...**

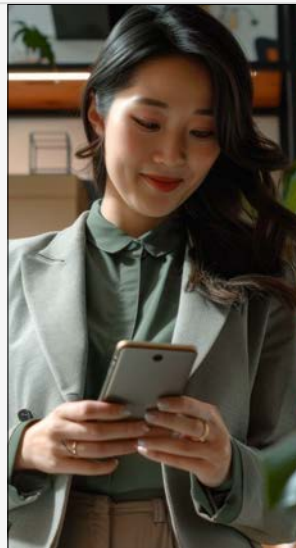
## KEY TAKEAWAY AND NEXT STEP (RESEARCH)

DO FIRST



### Conduct market research about your industry(s)

- Use online resources to explore relevant products in your target market.
- Understand the consumption patterns of your audience.
- Analyze competitors' websites, social media, reviews, and promotions.



### Learn about key channels in your target market(s)

- Research key social media and e-commerce platforms.
- Experiment with channels to find the best for advertising, promotions, and communication.
- Explore payment methods and delivery options to enhance the customer experience.

IF CAN

### Build up your community

Create an active community of customers or followers through chat groups to engage customers better.

### Collect customer data to build your database

A database allows you to do personalized marketing, it provides insights into customer preferences.

### Explore affiliate marketing

Set up an affiliate program where others promote your products for a commission. Especially for local agents in a new market.



## KEY TAKEAWAY AND NEXT STEP (BRANDING)

DO FIRST



### Start building your digital presence

- Set up official social media accounts and post regularly.
- Create and manage a website with key information and product highlights.
- Develop consistent branding, including logos, theme colors, and tone.



### Design and estimate your marketing budget

- Set a clear budget based on target returns and key channels.
- Consider costs for website development, social media, paid ads, and content creation.
- Allocate budget by channel based on priority or expected return.

IF CAN

### Consult a digital marketing specialist

Seek expert advice to plan effective entry strategies, especially in new markets

### Monitor and analyse performance

Track your digital marketing efforts to understand what's working and what's not.

### Implement retargeting campaigns

Re-engage website visitors who didn't convert on their visit. Offer discounts or new products to entice them back.

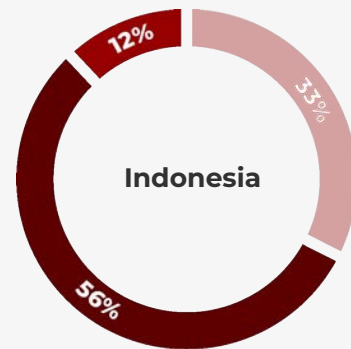
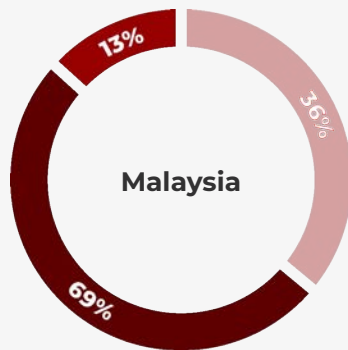
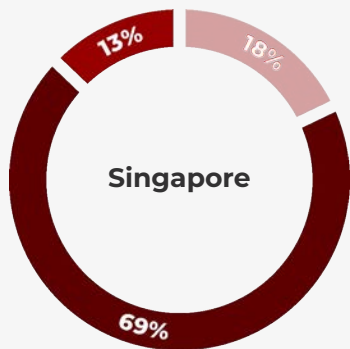


# How Can Your Brand Drive Sales?




# TAP INTO LOCAL RHYTHMS, CREATE CONNECTIONS - LIKE A LOCAL

Every market dances to its own beat. Adapt your brand to match local tastes, and watch your impact grow where it truly matters.

## How does brand's stances impact their purchase decisions?



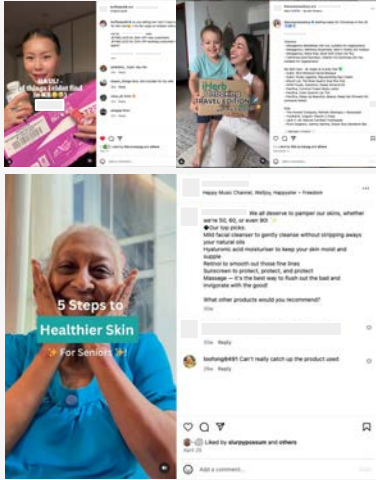
### Legend:

-  I completely stopped buying brands that does not support my stance
-  I buy less from brands that does not support my stance
-  I buy more from brands that support my stance

### How we help you elevate your brand locally?

- Know your audience inside out: ethnography scan, social listening, quantitative surveys, niche focus groups
- Craft spot-on messaging: Tailored communication strategies that hit the mark—aligned with cultural cues, shopping habits, and trends.
- Stay ahead of the curve: Adapt swiftly to shifting demands, local laws, and emerging market trends.

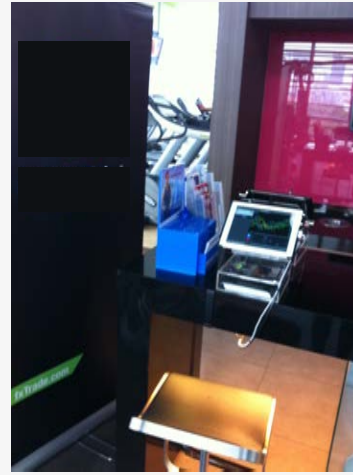
# NEXT, DRIVE AWARENESS, AVAILABILITY AND INTEREST OF YOUR BRAND



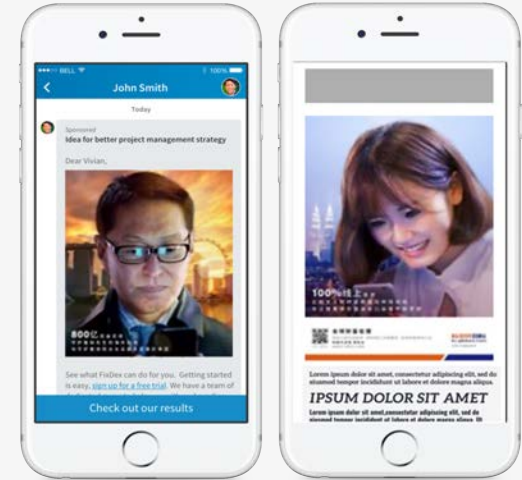
**Social media /  
influencer advertising**



**Gamification  
advertising**



**Location-based  
advertising**

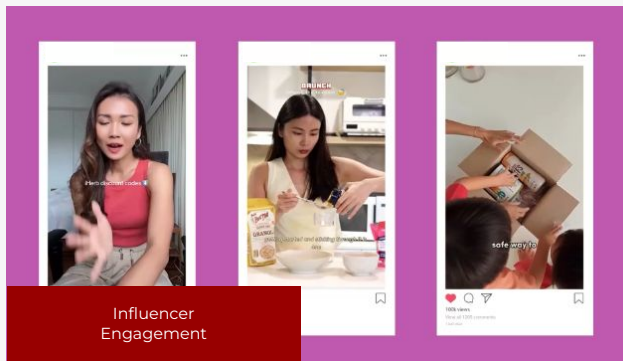


**Email marketing and  
web advertising**

*Getting your brand into the minds of your customer is key to strengthen your competitive edge! Providing your customers with the opportunity to get to know and to desire your brand can be done through different platforms in different markets. Enlisting expert support with local knowledge can help optimise your digital and traditional media strategy.*



# ENSURE A SEAMLESS BRAND EXPERIENCE FROM ONLINE TO OFFLINE BECAUSE PURCHASING IS A JOURNEY.



This not only enhances brand seeding and boosts sales conversion but also builds trust through consistent messaging and engagement - *digitally and in-person*\*. Consider some of these media endorsement tools to aid this experience comprehensively.

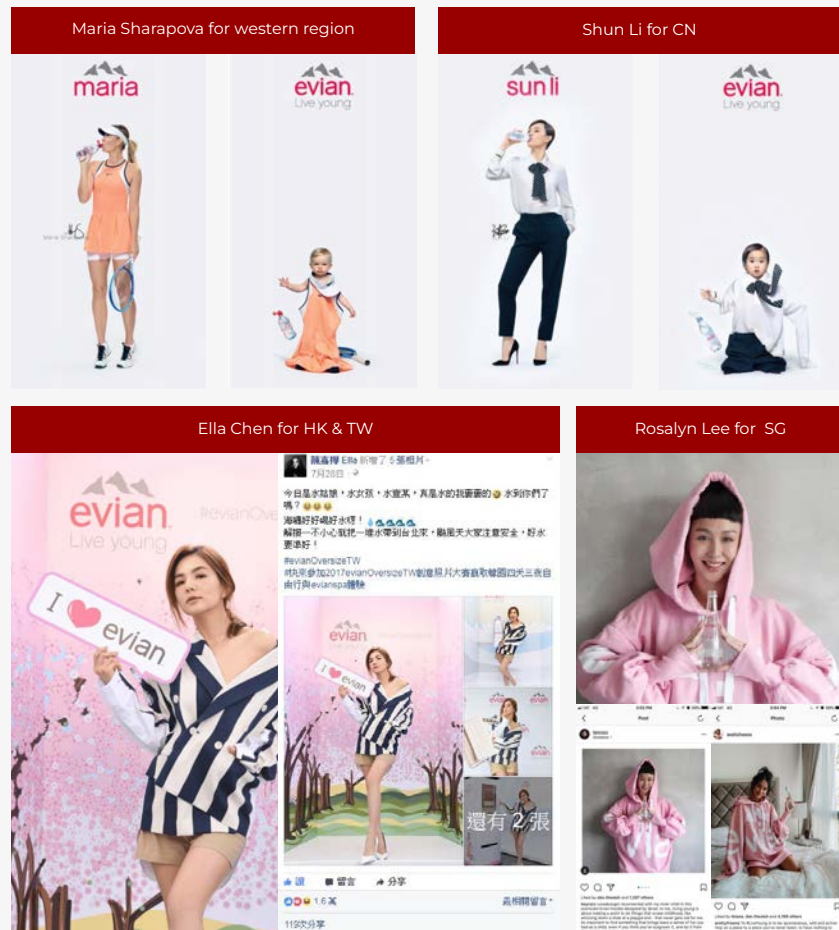
## Did you know?

\*74% of consumers discover new brands via social media, while 55% still prefer in-store visits.

\*Source: Voice of the Consumer Survey 2025: Asia Pacific

## POST-RESEARCH, TWEAK YOUR BRAND TO BETTER CONNECT WITH YOUR AUDIENCE IN THE MANNER THEY DESIRE, INCLUDING:

- Brand:**  
 Consider localising your brand identity (i.e. localising brand logo, local language in copy, supporting local community), CSR, or ESG messages
- Product:**  
 Cater to different audiences and their taste, culture, the way they consume a product
- Marketing:**  
 Think of who, when, and what type of content your audiences engage in and how to customise your marketing mix to connect with them
- Operation:**  
 What messaging platform does your customer use? Will you need off-shore customer service?



Adapting language, visuals, channels, and engaging KOLs with local resonance to connect with the diverse Asian markets

# LET REAL VOICES SPEAK FOR YOUR BRAND

Leveraging the right Key Opinion Leader (KOL) and to encourage User-Generated Content (UGC) can provide the added credibility to your brand and associate your brand to the target audience for positive business outcome.

## ● Curate KOLs:

Consider factors like consumer psychography\*, buying patterns, content consumption habits

\*Source: Sproutsocial Influencer report



Millennial, YouTube Sensation  
**Benjamin Kheng**



Gen X, Host, Radio presenter,  
**Mike Kasem**

KOLs for a car brand: auto enthusiasts, former car TV show hosts



Dr Kyle (Korea)



Dr Lanny (Indonesia)

Boosting credibility through doctor testimonials

## ● Showcase authenticity through UGC:

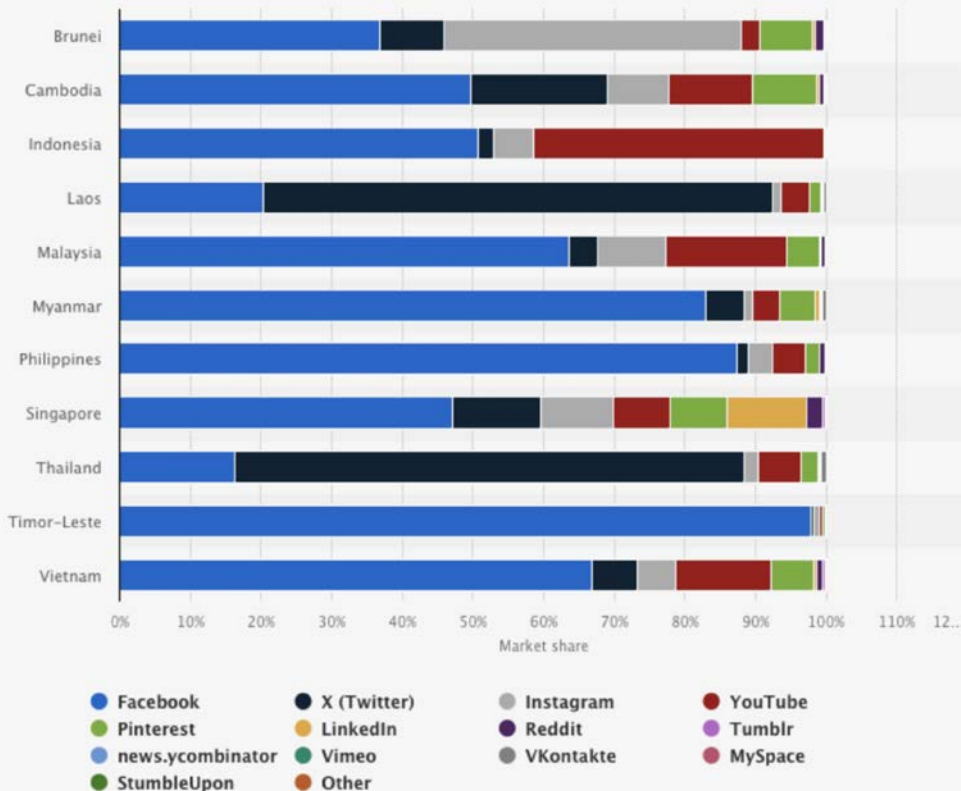
Leverage trending social media challenges, localised hashtags and content/testimonials to encourage UGC for authentic, earned ambassadors content



UGC generated by online customers

# BE PRESENT WHERE YOUR CUSTOMERS ARE ACTIVE

Share of social media traffic in Southeast Asia in 2025, by country and platform

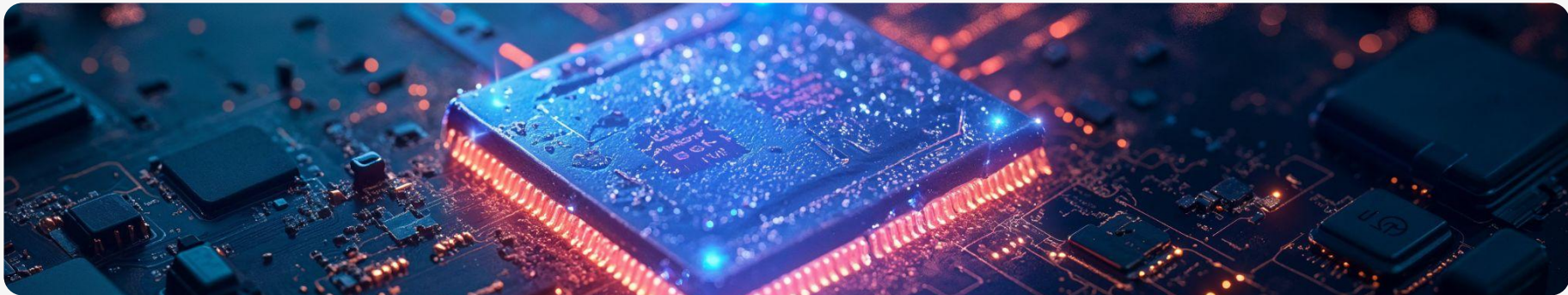


Utilise social media and *establish a robust social presence* where your customers habitually consume content. Define your objective and establish your social media strategy.

Key considerations include:

- content type (trendjacking, meme, product, brand)
- social channels
- posting frequency
- format choices (live-selling, brand or KOL collaborations)
- UGC activations

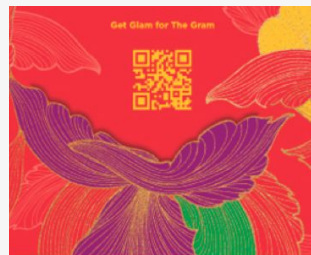




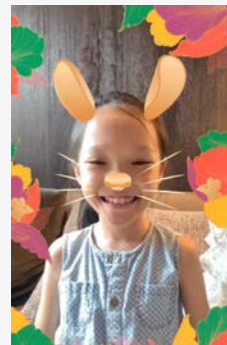
## TAP ON TRENDING CREATIVE TACTICS

**In today's fast-evolving digital landscape, there are many new marketing tactics and opportunities to explore. Leveraging creativity and technology is key, such as:**

- Leveraging AI-powered technology in workflows or service offerings can help improve work efficiency and customer experience
- Consider partnering with creative technologists who blend design and copywriting seamlessly with technology
- Utilising new tech (like AI) to enhance brand marketing efficiency



Scan QR code  
on Red Packet



Blending technology and design to reinvent CNY red packets

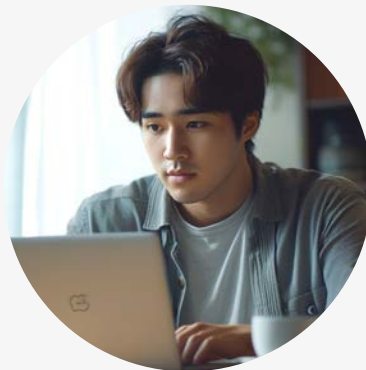
## SUPPORTING ELEMENTS TO KEEP IN MIND

Consider areas you potentially need support in when entering the market. Some areas to consider:



### **Customer service**

Ensure your CS team is equipped to handle local expectations and market-specific needs.



### **Regular competitor scan**

Monitor competitors' websites, promotions, and online presence to stay ahead and competitive.



### **Management review**

Aligning your strategies with corporate brand vision to ensure consistent market positioning.



### **Local expertise**

Establish a network of local experts to build efficiency in the process and tap on their local know-how.

**NOW THAT THESE SOUTHEAST ASIAN  
SHOPPERS HAVE BOUGHT FROM ME,**



**HOW DO I GET MY GOODS TO THEM?**



At the start of this guide, we spoke about the 3 supply chain models to move your goods from Malaysia to neighbouring countries:

- 1) Source + Production + Local Fulfillment,
- 2) Bulk Shipping + Local Fulfillment, and
- 3) Direct-To-Customer.

Since **Direct-To-Customer** – where you ship only when shoppers in the destination country place an order – carries the lowest risk and cost for you, we'll focus on this option.



# HERE'S THE JOURNEY YOUR PARCEL TAKES FROM YOU TO YOUR SHOPPER'S DOORSTEP.

## 1. Collecting

The logistics provider can either pick up the goods from your business location, or you can drop them off at one of their designated points.

## 2. Scanning & Processing

Once the parcels arrive at the logistics provider's warehouse, they are scanned and sorted, preparing them for export to the destination country.

## 3. Export Customs Clearance

In your home country, customs officers will inspect the shipment to ensure no prohibited items are included. For restricted items, they will check the necessary documents and licenses.

## 4. Middle Mile (Cross Border Freight)

Once export customs are complete, your shipment will depart from the origin country either by Air, Sea or Land freight.

## 5. Clearing Import Customs

Customs officers in the destination country will inspect your shipment and verify the accompanying documents. Depending on the parcel value and commodity, your shipment may be subject to duties and taxes (D&T) according to the country's [de minimis thresholds and import tax regulations.](#)\*



# HERE'S THE JOURNEY YOUR PARCEL TAKES FROM YOU TO YOUR SHOPPER'S DOORSTEP.

## 6. Domestic Transport

Once customs clearance is complete, your order will go to the next facility in the destination country.

## 7. Sorting

This process usually happens in the warehouse, where parcels are sorted into batches to be dispatched to the hubs nearest to the delivery address. Parcels will be sorted again and this time, designated to delivery personnel based on shoppers' addresses.

## 8. Loading onto delivery vehicles

Delivery personnel will scan and load the parcels onto their vehicles.

## 9. Delivering

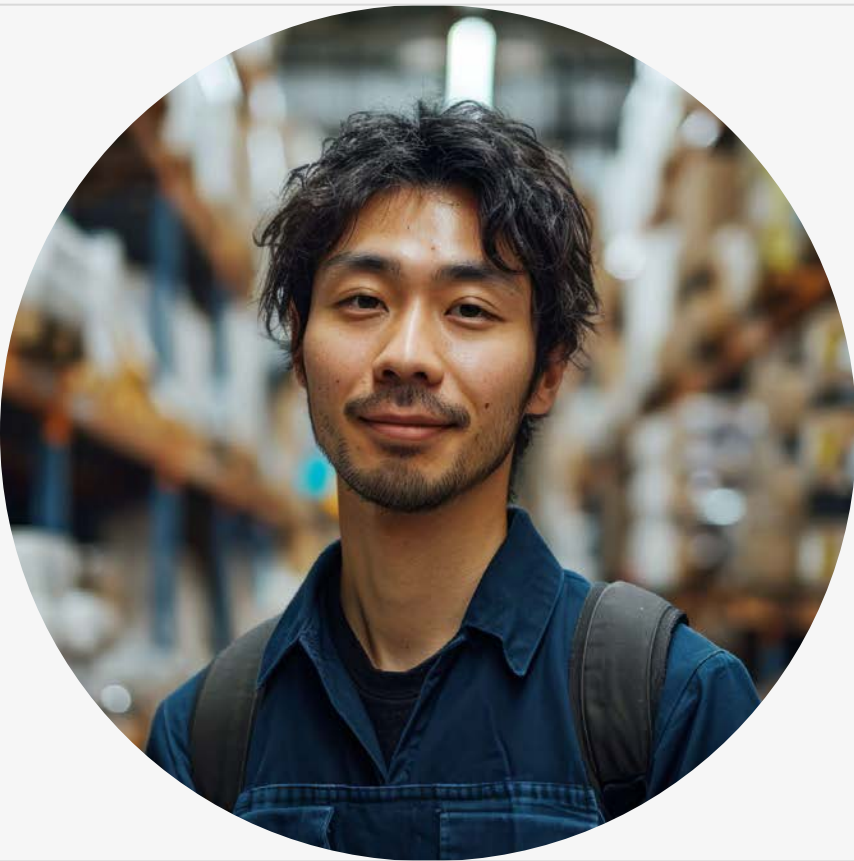
When on the road, delivery personnel use a mix of technology (e.g. route planner) and experience (e.g. radio for real-time traffic updates) to inform them of the optimised routes.

## 10. Receiving

Once your shopper acknowledges receipt of your goods, you can then heave a sigh of relief.

Note: If delivery fails (e.g., wrong address or shopper rejects the parcel), the shipment enters the *reverse logistics* process, also called *Return-to-Shipper management*.





**WE KNOW THAT THE ABOVE  
SOUNDS DAUNTING.**

**BUT FRET NOT!**

**WE'VE ALREADY MASTERED ALL  
THESE CROSS-BORDER  
E-COMMERCE LOGISTICS FOR YOU.**

## WHAT ELSE SHOULD I CONSIDER WHEN



## CHOOSING A SOUTHEAST ASIAN COUNTRY TO ENTER?



# UNDERSTANDING DE MINIMIS VALUES ACROSS SOUTHEAST ASIA

Overview: minimum value of goods below which no customs duties or taxes are applied when importing into the country

Country	De Minimis	Currency
Singapore	400	SGD
Malaysia	500	MYR
Indonesia	3	USD
Philippines	10,000	PHP
Thailand	1,500	THB
Vietnam	1,000,000	VND

# COUNTRIES IN SOUTHEAST ASIA ARE HUGE.

Which city or cities should I start selling first? We've pinpointed the top 3 cities in each country with the **highest cross-border purchase activities** from overseas businesses.

Countries	Cities		
<b>Indonesia</b>	Jakarta	Bandung	Surabaya
<b>Malaysia</b>	Selangor	Sarawak	Sabah
<b>Philippines</b>	Mindanao	Metro Manila	Greater Manila
<b>Vietnam</b>	Hanoi	Ho Chi Minh	Central Vietnam
<b>Thailand</b>	Bangkok	Greater Bangkok	Northeast Thailand

\*This data is drawn from Ninja Van Group's internal records (July 2024 - September 2024) of 105,000 shippers.

\*\*Singapore is excluded from the table, as its compact size makes distance within the country negligible for shipping considerations.

**Make the most of your marketing budget by targeting these specific cities.  
Conduct consumer research to uncover their unique preferences, and create tailored promotions to meet their needs.**

# HOW LONG SHOULD I TELL MY SHOPPERS TO EXPECT FOR CROSS-BORDER DELIVERY?

We've prepared a chart outlining the estimated cross-border delivery times. This will help you manage your shoppers' expectations in the destination country.



## MALAYSIA OUTBOUND

Origin	Destination	Estimated number of working days
Malaysia	Singapore	2-4
Malaysia	Philippines	3-6
Malaysia	Vietnam	3-6
Malaysia	Indonesia	4-8
Malaysia	Thailand	3-5

\*The above range is an estimate by Ninja Van Group, based on capital-to-capital direct routes for Commercial Services.



## CASH-ON-DELIVERY OR NOT?

While some shoppers in Vietnam, Indonesia, and Thailand still use Cash-On-Delivery (COD), payment preferences vary across countries.

It's a must to consider these differences to prevent payment options from becoming a barrier for Southeast Asian shoppers looking to buy from you.






























Countries	COD
Singapore	<1.0%
Malaysia	40.0%
Indonesia	70.0%
Philippines	32.0%
Vietnam	75.0%
Thailand	42.0%

\*This data is drawn from Ninja Van Group's internal records (July 2024 - September 2024) of 105,000 shippers.



# CASH-ON-DELIVERY OR NOT?

For countries where COD isn't the preferred option, here are the popular e-commerce payment methods in each country:

Singapore	  <p><b>Cross-border QR payment:</b> Paynow-PromptPay linkage between Singapore and Thailand</p>		 
Malaysia	  <p><b>Cross-border QR payment:</b> Duitnow-PromptPay linkage between Malaysia and Thailand</p>	 	 
Indonesia	 <p>QR Code Standar Pembayaran Nasional</p> <p><b>Cross-border QR payment:</b> developed by Bank Indonesia and Indonesian Payment System Association For Thailand, Singapore, and Malaysia.</p>	 	
Philippines	   	 	 
Vietnam		 	
Thailand	  <p><b>Cross-border QR payment:</b> Paynow-PromptPay linkage between Singapore and Thailand</p>	 / 	

# 10 TIPS AND TRICKS THAT WE GATHERED FROM OBSERVING SOME OF OUR 105,000 CROSS-BORDER SHIPPERS.



## Review your Google Analytics data:

Check if you already have visitors from other countries.

This can provide clues about where demand might be strongest, helping you identify potential target markets for expansion.



## Research local competitors:

Go into “stalker mode” and investigate a few local competitors in your target country. Analyse their marketing and pricing strategies, make purchases from them, and identify ways to differentiate and outshine them.



## Leverage cultural and market fit:

If you offer products like Muslimah fashion, Indonesia and Malaysia are ideal target markets, given the high demand and cultural fit in these regions.



## Consider a strategic entry point:

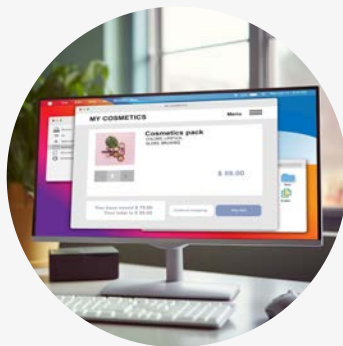
For example, Malaysia could be a useful stepping stone to Malaysia due to linguistic similarities, allowing you to establish a base before expanding further.



## Focus on your best sellers:

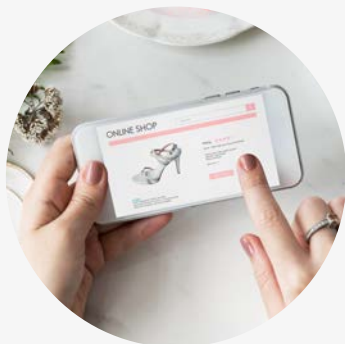
Start with your most popular and easiest-to-ship products to test the waters in the new destination country. Once you've gained enough traction and gathered sufficient data, you can then confidently expand your product range and scale further.

# 10 TIPS AND TRICKS THAT WE GATHERED FROM OBSERVING SOME OF OUR 105,000 CROSS-BORDER SHIPPERS



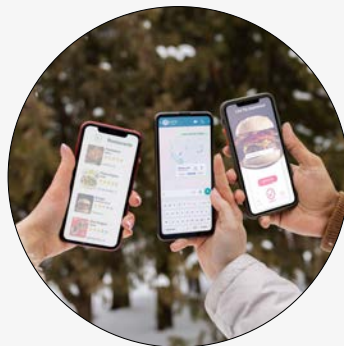
## Keep your website light:

Optimise for lower internet speeds, as connectivity quality varies across Southeast Asia. A well-optimised site ensures smooth scaling and seamless user experiences, no matter which country you expand to.



## Ensure your website is mobile-responsive:

Your website should adapt seamlessly to any device it's viewed on. This guarantees a consistent and user-friendly experience, regardless of the platform shoppers use.



## Be accessible through preferred communication channels:

Ensure you're reachable via the communication channels that your target market prefers. Allocate dedicated customer service personnel to handle inquiries as it'll surely help to boost their overall shopping experience.



## Offer free international shipping:

Free shipping can be a major motivator for overseas customers.

Research shows 68% of global shoppers are more likely to buy when shipping is free. You can drive more conversions simply by subtly adjusting product prices to absorb shipping costs, setting minimum purchase thresholds, or targeting free shipping offers to high-potential regions or products.



## Offer convenient payment methods:

Think Google Pay and Apple Pay, or any option that simplifies the purchasing process for your shoppers.

## WHY SHOULD I CHOOSE NINJA VAN



**FOR MY SOUTHEAST ASIAN EXPANSION?**





We've started by talking about the movement of goods and we'll end by talking about the movement of goods.

We know that there are many logistics partners out there who can help you with the movement of goods.

You might choose them for various reasons – maybe they're cheaper, maybe your friends and family recommend them, or maybe they offer you kickbacks.

For us, our priority is clear: the movement of your goods.

We understand that every shipper is unique, which is why we strive to tailor our solutions not only to your current needs but also to those you may have in the future as your business evolves.

We recognise the ebb and flow of your operations, and we're equipped to accommodate that.

After all, our founders were once small fashion sellers who faced supply chain challenges, which inspired them to start Ninja Van.



A photograph of a desk with several stacks of papers. The scene is lit with warm, golden light from a window in the background, creating a soft glow on the papers and the desk surface. The word "ANNEX" is overlaid in the center of the image in a bold, white, sans-serif font.

# ANNEX

# METHODOLOGY

In partnership with market research firm Milieu Insight, Ninja Van Group surveyed 1,200 Southeast Asian e-commerce shoppers, ensuring their confidentiality under data privacy protection laws.



Coverage: SG, MY, ID, PH, TH, VN



Sample size: N=200 per market (Total, N=1200)



Fieldwork period: 11 Oct 2024 – 4 Nov 2024



Length of survey: 12 questions





# ABOUT OUR KNOWLEDGE PARTNERS

**Services:**

Out-of-home advertising



Best native ad networks



Programmatic network



Social media management

**Platforms:**



### 1. Strategy

We will assess your marketing goals and pain points, providing you with a holistic digital strategy.

By analysing the overall consumer journey, we will lay out a clear roadmap to help achieve your goals.

### 2. Campaign Execution

With over 20 years of digital media execution experience, we have successfully delivered thousands of campaigns, optimising towards both awareness and performance, across the full spectrum of digital channels and formats.

Whether that's social, search, programmatic, native, rich media, video, audio, etc. You name it, we've done it.

### 3. Analytics

We believe in the power of data. We assess, dissect, analyse your campaign data and distill it into actionable insights to improve campaign performance and further hone your digital strategies. We make it easy for you.

**Consult our digital marketing specialists for more details:**

Wilfred Ban: [wban@cpxi-asia.com](mailto:wban@cpxi-asia.com)

Sam Zhang: [sam.zhang@cpxi-asia.com](mailto:sam.zhang@cpxi-asia.com)



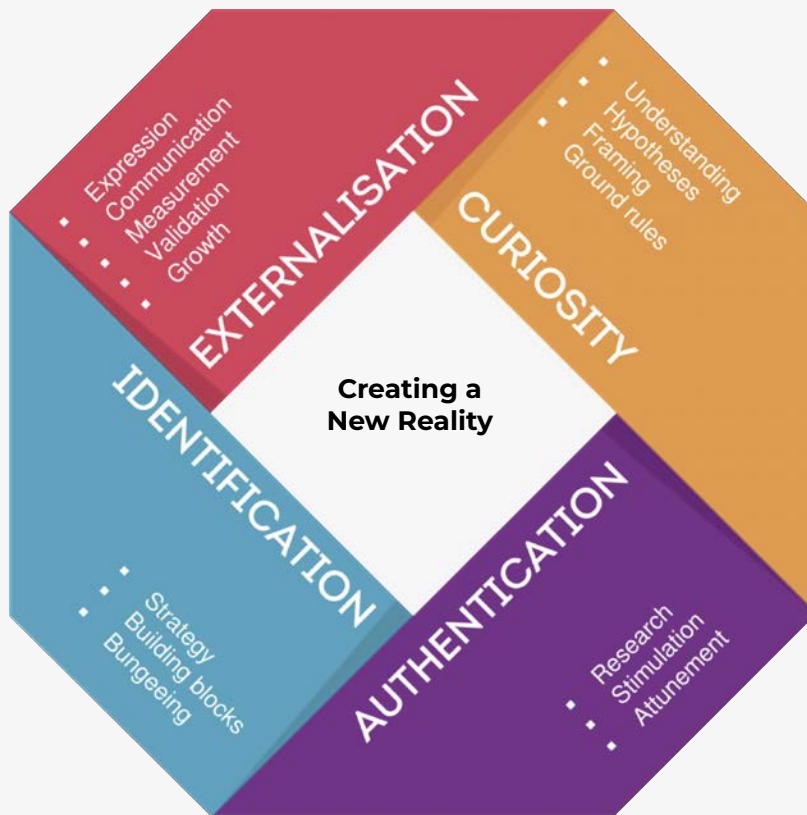
# antics@play

## WHY TRUST ANTICS@PLAY AS A MARKETING, BRANDING & PR EXPERT

For over 15 years, antics@play has been driving brand and business growth for our clients.

Our proven track record includes delivering impactful branding for industry leaders such as Schrodgers, Starbucks, the Tourism Authority of Thailand, among others, who made us an award-winning marketing expert over the years.





## HOW ANTICS@PLAY CAN HELP YOU

Branding, PR, or design is a balance of art and science. Our playbook is the epitome of this balance, proven successful in helping brands discover their meaning and ambition and identify their potential. It empowers you to build a new reality for yourself, impactfully and sustainably.

Drop us your contact at [antics@play](mailto:antics@play) or email us via [hi@anticsatplay.com](mailto:hi@anticsatplay.com).