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THE COMPANY

- **Technology-enabled logistics** company operating in **Southeast Asia (“SEA”)**.
- **3 business lines:** B2C (home residence moves), B2B (logistics for large multinational companies), and T4B (SMEs deliveries).
- **Geographically:** Malaysia, Singapore, Thailand, and Indonesia.
- **Market size:** overland logistics market in SEA estimated at ~\$170bn, and Malaysia’s market alone is estimated at ~\$8.4bn for 2019.

THE PROJECT

Goal: Help TheLorry increase revenue for its T4B segment

Challenges

Low supply – drivers’ reliability

Slow growth in T4B customer base

Final Recommendations

- Improve driver cashout process
 - Increase driver awareness of benefits for T4B bookings
 - Change incentive scheme for more drivers to take T4B bookings
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- Create offline programs to capitalize on organic traffic
 - Build a salesforce to reach new target audience faster
 - Full redesign of the current credit top up payment system

Result: Immediately following our presentation, one of the co-founders put together a special task team to implement some of the solutions we proposed

THE PEOPLE & THE EXPERIENCE

