



Shipper Empowers Mimpi Sleep for Warehouse Expansion and Fulfillment Operational Efficiency

Maximizing efficiency by expanding and providing a real-time fulfillment dashboard for seamless tracking of the 100-night trial return policy, elevating the customer experience.

CONTENTS

SECTION 1. MARKET OVERVIEW	3
SECTION 2. BUSINESS CHALLENGE	7
SECTION 3. SHIPPER SOLUTIONS	8
SECTION 4. BENEFIT USING SHIPPER	9
SECTION 5. TESTIMONIALS	10
SECTION 6. ABOUT MIMPI SLEEP	11

MARKET OVERVIEW



According to Statista, the mattress market in Indonesia is projected to reach US\$166.90 million in 2024, with an annual growth rate of 6.07% (CAGR 2024-2028). The demand for high-quality, locally-made mattresses is increasing in Indonesia as consumers prioritize comfort and support for a good night's sleep.

As technology advances and innovation continues, there is a growing demand for high-quality and comfortable mattresses. Additionally, increasing awareness of the importance of good sleep for overall health and well-being is driving market growth. The expansion of the market is also fueled by rising disposable incomes, improved standards of living, and changing lifestyle preferences. Consequently, the mattress industry is poised for a prosperous future driven by technological advancements and a shifting cultural landscape.

In recent years, there has been a surge in demand for innovative products. One category that has gained widespread attention is the bed-in-a-box, thanks to its seamless product delivery. From a manufacturing standpoint, bed-in-a-box products are expected to drive incremental and sustainable improvements in conventional product design in the coming years.

Furthermore, the latex mattress market is set for substantial growth due to the appealing combination of comfort and health benefits these mattresses offer. This surge can be attributed to the growing desire for restful sleep and high-quality sleep, coupled with an increasing awareness of the crucial importance of maintaining good sleep habits. Mimpi Sleep understands this by providing latex mattress products, one of which is the Mimpi Original, a latex and memory foam mattress that is specifically designed to provide a perfect feel to all parts of the body with 4 unique mattress layers, including natural latex and pressure relieving foam for comfortable sleep.



Mimpi Sleep, a mattress manufacturer with a centralized warehouse on the island of Java, is taking notice of markets in Western and Eastern Indonesia. The economic growth in both western and eastern Indonesia has distinct characteristics. Western Indonesia, particularly Java and Sumatra, has traditionally been the center of economic activity and contributes significantly to the national GDP. However, the economic growth in these regions during the third quarter of 2023 was slightly below the national average, with growth rates of 4.50% (yoy) for Sumatra and 4.83% (yoy) for Java and Kalimantan.

On the other hand, the eastern part of Indonesia, including Maluku, Papua, and Sulawesi, experienced impressive and high economic growth during the same period. Maluku and Papua recorded a growth rate of 9.25% (yoy), while Sulawesi recorded a growth rate of 6.44% (yoy). These growth rates surpassed the national average of 4.94% (yoy).

Considering these economic trends, both western and eastern Indonesia offer promising markets for various industries, including the mattress sales industry. Here are some reasons why these two regions are suitable markets:



Untapped Potential

While western Indonesia has been the focus of economic development for decades, the rapid economic growth in eastern Indonesia indicates untapped potential. This presents an opportunity for businesses to expand into these regions and cater to the growing demand for various products, including mattresses.



Growing Middle Class

Economic growth is often accompanied by an expanding middle class with increasing purchasing power. As the middle class grows in both western and eastern Indonesia, the demand for consumer goods, such as mattresses, is likely to rise. Businesses can target this growing consumer segment and tailor their products and marketing strategies accordingly.



Infrastructure Development

To support economic growth, governments often invest in infrastructure development projects. In the case of eastern Indonesia, where economic growth has been impressive, continued investment in infrastructure development is expected. Improved infrastructure, including transportation networks and logistics, can facilitate the distribution and delivery of goods, including mattresses, to these regions.



Tourism Potential

Eastern Indonesia is renowned for its natural beauty and tourist attractions, such as Bali, Komodo Island, and Raja Ampat. The growth of tourism in these regions can attract domestic and international visitors, leading to increased demand for accommodation facilities. Hotels, resorts, and guesthouses often require mattresses in large quantities, providing an additional market segment for mattress sales.





Both western and eastern Indonesia present market opportunities for mattress sales. While western Indonesia remains a significant contributor to the national economy, the impressive economic growth in eastern Indonesia indicates untapped potential and a growing consumer base. Businesses can leverage these factors by targeting the expanding middle class, taking advantage of infrastructure development, tapping into natural resource-driven economies, and catering to the growing tourism sector in these regions.

Given these opportunities, Mimp Sleep strategically targets sales in both the Western and Eastern regions of Indonesia, recognizing them as markets with growing economies and purchasing power. Mimp Sleep distinguishes itself by offering products made from grade A natural latex, providing not only comfort but also health benefits. Sales are facilitated online, utilizing innovative packaging that eases product delivery, with all warehouses centralized in Java, specifically in Legok, Tangerang and Surabaya. To revolutionize the conventional mattress buying experience, Mimp Sleep extends customer service with a 100-night free trial program.

BUSINESS CHALLENGE



The goal of Mimpi Sleep is to become a leading provider of high-quality sleep products in Indonesia. To achieve this goal, they need to overcome several challenges that hinder their operations and hinder their ability to effectively fulfill customer orders.

One of the main challenges faced by Mimpi Sleep is in warehouse management and product fulfillment. This challenge arises due to the increasing demand for their products, which is not adequately balanced with efficient warehouse management practices and the number of warehouses available. As a result, they struggle to meet the Service Level Agreement (SLA) and ensure timely delivery to their customers. The background behind this challenge is the inability to keep up with the growing demand while maintaining optimal warehouse operations.

Another significant challenge for Mimpi Sleep is the strategic selection of warehouse locations. With their goal of reaching customers throughout Indonesia, they must carefully choose the most suitable warehouse locations to ensure efficient product distribution. This challenge requires extensive research and analysis of factors such as proximity to target markets, transportation infrastructure, and cost-effectiveness. The background behind this challenge is the need to establish an extensive distribution network that can effectively serve customers across the country.

In addition to warehouse management challenges, Mimpi Sleep also faces obstacles in ensuring product availability across various marketing channels. This includes their website and other online marketplaces. It is crucial for them to maintain a consistent inventory level and synchronize it across all channels to avoid stockouts or overstocking.

SHIPPER SOLUTION



Facing these challenges, Mimpi Sleep has teamed up with Shipper to establish two warehouses in Legok, Tangerang and Surabaya, strategically positioned to reach customers in Western and Eastern Indonesia. In addition, Shipper provides state-of-the-art warehouses equipped with advanced Warehouse Management Systems (WMS) and a real-time fulfillment dashboard, making it easier to track the return policy for their 100-night free trial program.



Legok, Tangerang and Surabaya have been chosen as Mimpi Sleep's warehouse locations to ensure distribution efficiency. By having warehouses in these pivotal locations, Mimpi Sleep can optimize last-mile delivery and reduce shipping costs. Last-mile delivery is a crucial aspect of the logistics process, involving the final stage of the delivery journey, from the warehouse to the customer's doorstep. With warehouses in Legok, Tangerang, and Surabaya, Mimpi Sleep can strategically place inventory to reduce distances and ensure faster delivery times, thereby enhancing the overall customer experience.

The selection of warehouses centralized in East Java and West Java, specifically in Legok, Tangerang and Surabaya, represents a strategy of centralization for distribution efficiency considering these provinces' significant potential due to their large populations and substantial economic growth. A centralized distribution model enables streamlined operations, reduced transit times, and cost savings in logistics, ultimately benefiting both the company and its customers.

BENEFIT USING SHIPPER



Collaborating with Shipper has brought significant benefits to Mimpi Sleep. By leveraging Shipper's Warehouse Management System (WMS), Mimpi Sleep has witnessed a transformation in their operations. The WMS has revolutionized their logistical capabilities, making their products easily accessible to customers throughout Indonesia, from the Western to the Eastern regions.

This enhanced accessibility not only improves the efficiency of their supply chain but also enhances the overall customer experience. With timely deliveries that align seamlessly with SLA standards, Mimpi Sleep can ensure that their customers receive their orders in a timely manner.

Additionally, Shipper's seamless real-time fulfillment dashboard plays a crucial role in supporting Mimpi Sleep's 100-night free trial program. This dashboard provides a comprehensive overview of fulfillment activities, allowing Mimpi Sleep to efficiently manage and track the progress of their trial program.

Furthermore, the consolidation of operational activities under Shipper's efficient system has brought convenience to Mimpi Sleep. They can now manage their warehouse operations, order fulfillment, and delivery processes all in one place, simplifying their operations and increasing overall efficiency.

In summary, collaborating with Shipper has empowered Mimpi Sleep to improve accessibility for customers across Indonesia, ensure timely deliveries, support their free trial program, and streamline their operational activities.



Accessible
to customers



Seamless real-time
fulfillment dashboard



Conveniently consolidated
& managed under one roof

TESTIMONIALS



“Collaborating with Shipper has proven to be incredibly beneficial for Mimpi Sleep’s end customers. The Warehouse Management System (WMS) provided by Shipper ensures precise delivery timelines in line with SLA standards. Moreover, Shipper’s fulfillment dashboard proves highly advantageous for end customers, especially when it comes to fulfilling the requirements of the 100-night free trial return policy.

Ilham Mahendra Yamin
General Manager Mimpi Sleep

ABOUT MIMPI SLEEP



Mimpi Sleep is a retail company that offers premium mattresses and pillows imported from Europe that move online. Mimp Sleep has a product that is also known as the first online mattress in Indonesia that can be packed in a box. Mimp Sleep also offers a 100-night free trial to replace the traditional mattress store experience.



ABOUT SHIPPER

Shipper is one of the fastest-growing tech companies in Indonesia. In just a few years, we have built a vast network of fulfillment centers and partnered with hundreds of local delivery companies across the country. We aim to digitize Indonesian logistics and enable cost-efficiencies at nationwide scale.

To learn more, visit us at

shipper.id