

A photograph of a white metal clothing rack with six wooden hangers. Each hanger holds a t-shirt. From left to right, the colors are white, grey, black, white, grey, and black. The background is a plain, light brown wall. In the bottom left corner, there is a small, dark green plant with long, thin leaves.

Koze Experiences an Increase in Orders of More than 80,000 Pieces within One Month

After Collaborating with Shipper

shipper.id



Table of Contents



3 Market Overview



6 Business Challenge

- 7 Warehouse Management
- 8 Stock Synchronization

9 Shipper Solution

- 10 Shared Warehouse
- 11 Warehouse Management System (WMS)
- 12 Real-time Dashboard Integration



13 Benefit Using Shipper

- 14 Enhanced Operational Efficiency and Warehouse Management
- 15 Sales Increase of Over 80,000 Products



16 Testimonials

17 About Koze

18 About Shipper



Market Overview

The sales of clothing products in Indonesia show a positive growth trend in the first quarter of 2024. The textile, ready-to-wear clothing, and footwear industries in Indonesia experienced positive growth driven by demand both from the domestic and foreign markets. According to data from the Central Bureau of Statistics (BPS), the Leather, Leather Goods, and Footwear Industry as well as the Textile and Ready-to-Wear Clothing Industry recorded consecutive growth of 5.90 percent (YoY) and 2.64 percent (YoY) respectively. The contribution of the manufacturing industry to economic growth also increased to 19.28 percent (YoY) during the same period.



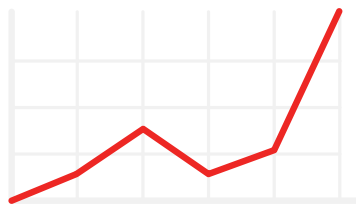
MARKET OVERVIEW

Foreign demand for textile, ready-to-wear clothing, and footwear products increased, driving the growth of these industries. In the first quarter of 2024, export volumes recorded significant increases, that is 7.34 percent (YoY) for textile products, 3.08 percent (YoY) for ready-to-wear clothing, and 12.56 percent (YoY) for footwear.



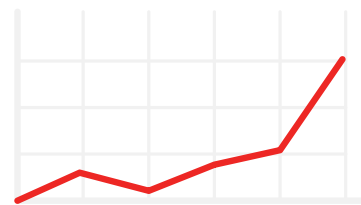
Increases in Export Volumes In the First Quarter of 2024

Meanwhile, data from [Statista](#) shows that in 2024, the revenue of the clothing market in Indonesia reached US\$22.66 billion. It is projected to grow by 3.31 percent annually until 2028. The largest segment in the market is Women's Clothing, with a market volume of US\$10.70 billion in 2024. However, the per capita income in Indonesia in 2024 is US\$80.98, indicating significant growth potential.



US\$22,66 billion

The revenue of the clothing
market in Indonesia in 2024



US\$10,70 billion

Women's Clothing market
volume in Indonesia in 2024



MARKET OVERVIEW

Changes in consumer behavior also affect the clothing market in Indonesia. According to the Consumer Report Indonesia 2023 by Standard Insights, there is a trend of increasing online shopping among the population. Approximately 24.11 percent of Indonesians shop online at least once a month, while 4.05 percent make online purchases every day. Fashion products, including clothing and footwear, are among the most purchased categories online, accounting for 70.13 percent of total online purchases.

With stable economic growth, strong demand from both domestic and foreign markets, and the continuing trend of online shopping, the clothing market in Indonesia shows promising growth potential in the coming years.

24,11%

Indonesians shop online
at least once a month

70,13%

Total online purchases
of fashion products

4,05%

Indonesians make online
purchases every day

Business Challenge

Koze aims to become a company known not only nationally but also internationally in the high-quality premium apparel industry. To achieve this goal, Koze places a strong emphasis on innovation and product quality, with a commitment to providing the best for its customers. Additionally, Koze focuses on enhancing distribution through both digital platforms and traditional markets.

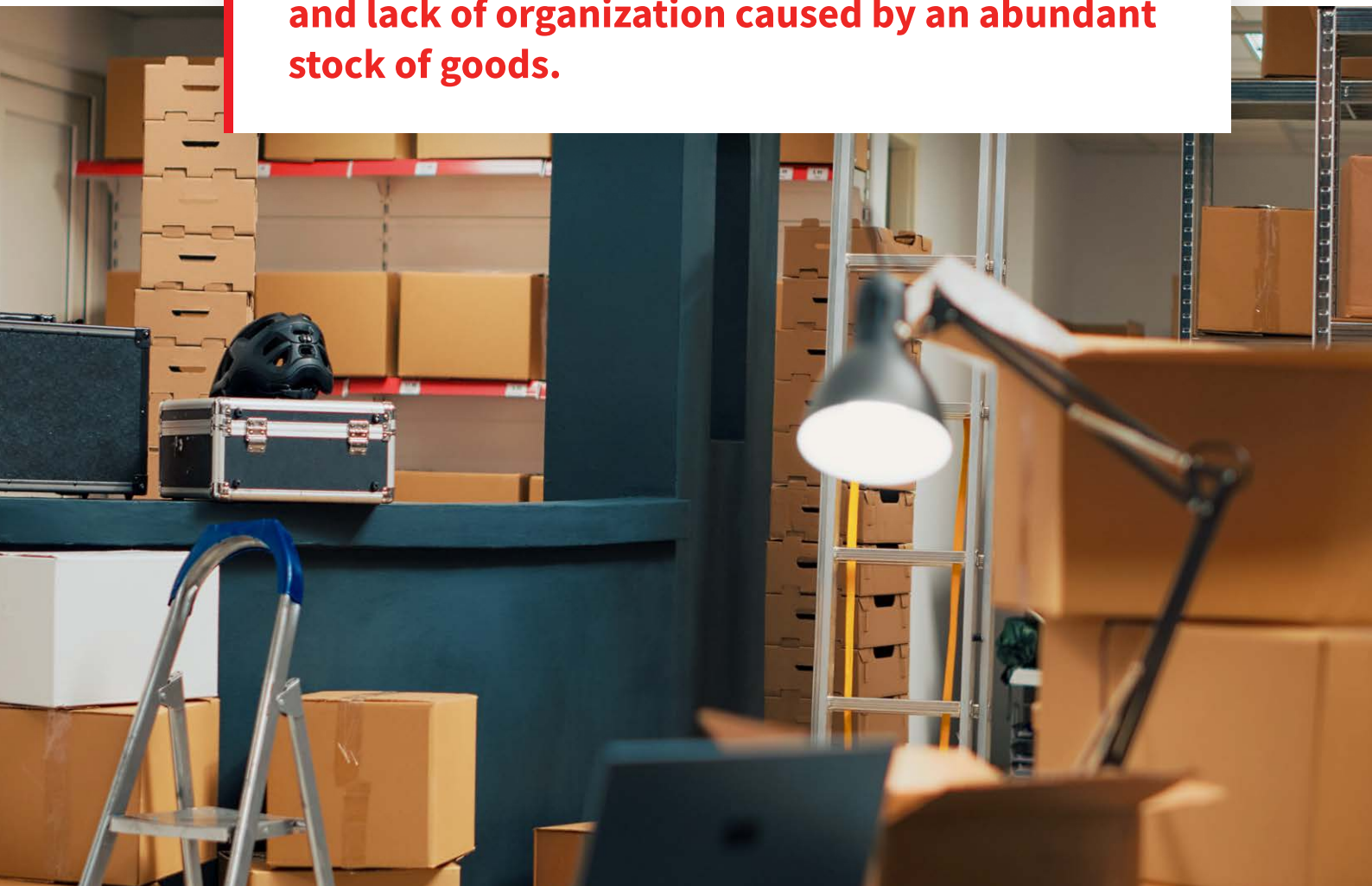
However, the journey to achieve this goal is not easy. As the business grows and its distribution network expands, Koze faces several complex challenges that affect various operational aspects of the company. These challenges include:

Warehouse Management

The primary challenge in warehouse management faced by Koze is the disorder and lack of organization caused by an abundant stock of goods. As the number of products stored increases, the warehouse can easily become cluttered, leading to misplaced items. Additionally, the absence of a structured system for managing stock and handling the inflow and outflow of goods can result in inventory mismanagement and difficulties in tracking item movement.



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BUSINESS CHALLENGE

Stock Synchronization

Another challenge for Koze is maintaining stock synchronization across multiple marketplace platforms. Previously, Koze managed stock synchronization manually, which involved significant effort and was prone to human error. This manual process not only consumed time but also led to discrepancies and inaccuracies in stock data across different platforms. This could result in issues such as selling more than the available stock or failing to update stock availability promptly on some platforms, ultimately harming brand reputation and customer satisfaction.



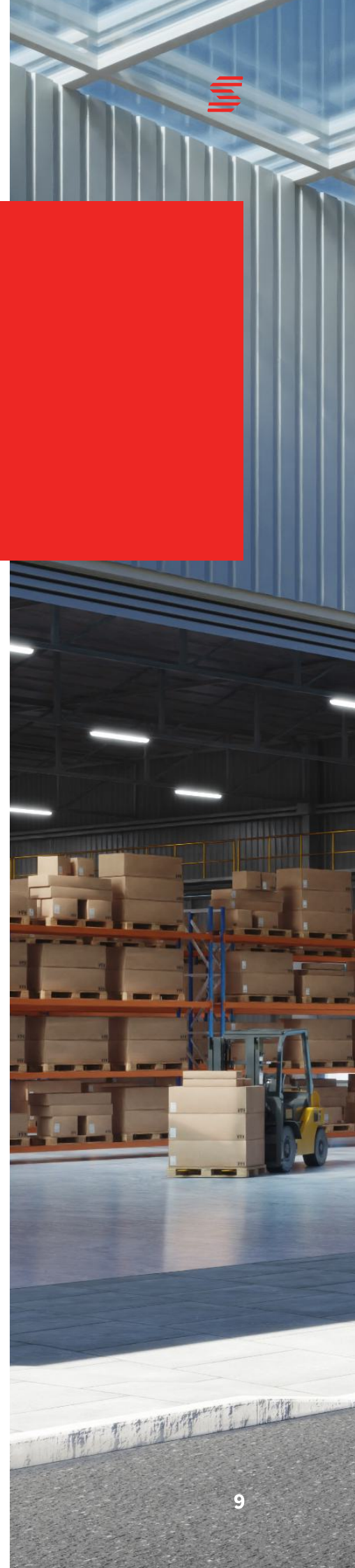
Another challenge for Koze is maintaining stock synchronization across multiple marketplace platforms.





Shipper Solution

Facing complex logistical challenges, Koze partnered with Shipper. Shipper, a warehousing service provider, has offered effective solutions to help Koze overcome these challenges. Here is an overview of how Shipper has provided the right solutions for Koze:





Shared Warehouse

Shipper offers a shared warehouse service that can be tailored to Koze's needs. With this shared warehouse, Koze can efficiently manage warehouse capacity without worrying about physical space constraints. Additionally, the expert manpower provided by Shipper helps Koze optimize its storage and distribution processes. With Shipper's assistance, Koze can quickly adjust its warehouse capacity as needed to accommodate dynamic market growth.



With this shared warehouse, Koze can efficiently manage warehouse capacity without worrying about physical space constraints.





Warehouse Management System (WMS)

Shipper not only provides physical warehouse space for storage but also supports Koze through a Warehouse Management System (WMS). This system allows Koze to manage its inventory more efficiently and in an organized manner. The direct integration with various marketplace platforms enables Koze to easily synchronize its inventory and ensure real-time product availability.



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allows Koze to manage its inventory more efficiently and in an organized manner.

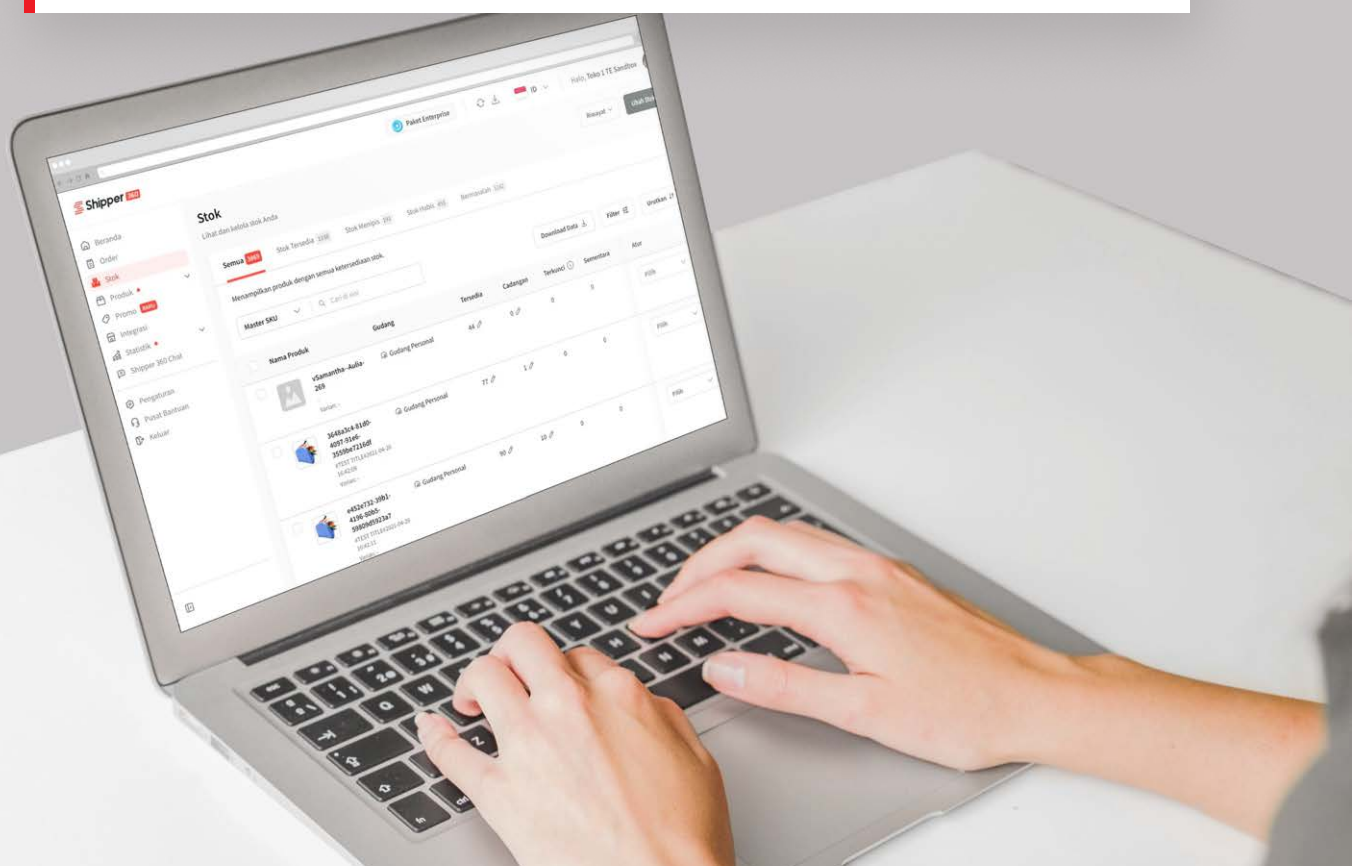


Real-time Dashboard Integration

Shipper offers dashboard integration that allows Koze to monitor and manage orders automatically. Through this dashboard, Koze can track inventory performance in real-time, including monitoring items that need restocking and those with sufficient stock. This capability enables Koze to enhance its inventory management more effectively.



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Benefit Using Shipper

The collaboration between Koze and Shipper has brought significant benefits to Koze, including operational efficiency, increased sales, and improved warehouse management. Here are the details:





BENEFIT USING SHIPPER

Enhanced Operational Efficiency and Warehouse Management

Through the shared warehouse services equipped with a Warehouse Management System (WMS), Koze has achieved greater efficiency in storing and managing products. The integration with WMS allows Koze to avoid manual synchronization, saving time and effort previously required for these activities.

Additionally, the real-time dashboard provided enables Koze to monitor product stock status directly. This allows Koze to restock in a timely manner, preventing stock shortages and optimizing product availability.

The partnership with Shipper not only helps Koze meet the growing order demands but also enhances overall warehouse management. With the integrated WMS, Koze's warehouse management has become more structured and organized, enabling them to manage stock more effectively and avoid unnecessary overstock or shortages.





BENEFIT USING SHIPPER

Sales Increase of Over 80,000 Products

Since partnering with Shipper, Koze has seen a significant surge in orders, with an increase of over 80,000 product pieces in just one month. This highlights the positive impact of the operational efficiencies gained through the collaboration with Shipper, allowing Koze to handle a larger volume of orders more effectively.

The integration with various e-commerce platforms has also contributed to the sales growth by expanding Koze's market reach and making it easier for potential customers to access their products.



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“Since partnering with Shipper, **our warehouse management has become more effective and efficient, as Shipper's system automates the fulfillment process across various marketplaces.”**

AMADEO ADHYAKUSUMA, BRAND COMMUNICATION - KOZE INDONESIA



About Koze



PT. Koze Indonesia Suskes is a company engaged in the apparel sector, providing various plain clothes such as t-shirts, hoodies, and others.

Koze itself exists to meet the high demand for plain garment apparel products for digital printing purposes. Koze caters to the needs of plain apparel for businesses such as manual screen printing, DTG, and heat transfer (polyflex), as well as for direct use, both for personal collections and communities. Koze always ensures the best quality, making its users comfortable, in line with Koze's motto, "Feel the Comfort".



Tentang Shipper

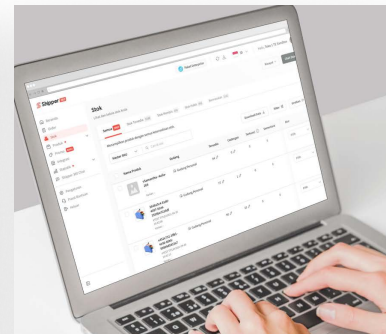
Shipper is a prominent logistics company in Indonesia that leverages technology to offer comprehensive supply chain and commerce solutions. With a wide-reaching network of fulfillment centers, shipping agents, and stations throughout Indonesia, Shipper tailors its services to meet the unique requirements of your business.



Fulfillment Centers



Transport



**Shipper 360
Technology**



**To find out how we can assist your
business to grow faster, as we did
for Koze,**

contact us now at
www.shipper.id

KOZE CASE STUDY