

Marketing Strategies to Optimized Sales Performance in Cold Chain Industry

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 www.logiceindonesia.com

 Logice

 [logiceindonesia](https://www.instagram.com/logiceindonesia)

Introduction to Logice



Established in 2020 as fishery company, focus in B2B frozen fish distribution with official named PT Seratuspersen Anak Nusantara



Onboarded >1,000 customers including some big fishery players i.e Aruna, Fishlog, Fresh Factory



5 regions covered across Indonesia with 7 storage partners & 27 fleet partners



Started to explore cold chain fulfillment in 2024 and make a new brand (Logice)

Our Products



PROCESSING

1000+ tons of food processed



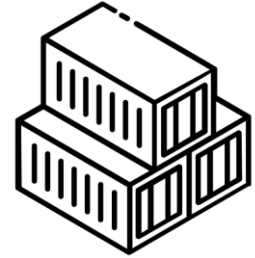
RAW MATERIAL

1000+ merchants are supplied by us (Frozen fish, chicken, meat, processed fish)



DELIVERY

25+ brands are using our fleet services



STORAGE

2000+ pallets provided to 50+ clients

Cold Chain Fulfillment Challenges in Indonesia



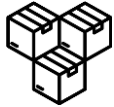
High Capex Investment

It's expensive to build and maintain in-house cold chain fulfillment, it's also very hard to scale and optimize it



Accessibility

Hard to access reliable fulfillment services, existing players mostly served enterprise segments, tools provided are not user friendly



Fragmented Solutions

Most of the time you'll need to go to multiple providers to get complete cold chain fulfillment services



Conventional & Inefficient

Conventional unreliable solution lead to many problems from intransparency of tracking, poor item handling, higher OPEX, more waste production and potential business loss

Market Opportunity

\$ 14 Bio

Total revenue of
cold chain
fulfillment in ID in
2023*

\$ 5.8 Bio

+40% contributed
by mid-mile
service

\$ 116 mio

~2% market share in
5 year



*according to Indonesia Cold Chain Association Survey in 2023

Solutions from Logice

Accessible & Reliable Cold Chain Fulfillment Through Your Fingertips with Flexible Scheme Based-on Your Needs



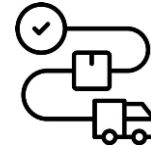
Storage

Cold, Chill & Dry
with flexible
scheme



Delivery

Various fleet size
and temperature
type



Fulfillment

Fit for reseller
distribution, F&B
outlets distribution



Intercity Delivery

Send your perishable items
intercity with no worry



Custom Solution (coming soon)

Repacking, sorting,
omni-channel
enablement

Logice Marketing Strategy

Accessible & Reliable Cold Chain Fulfillment Through Your Fingertips with Flexible Scheme Based-on Your Needs

Product

Our product for midmiles delivery with medium and small enterprises

Customable service with clear SOP

Price

Flexible price as customer capacity and needs

Place

Near by downtown (10 – 15 km)




Easy to access

Promotion

Active to Participates in event held by association, private sector, and government

Optimization existing customer to upselling product

Logice GTM - 1st year expansion focus

	3 month	6 month	9 month	12 month
 Product Roadmap Technology	Whatsapp automation live	WA cost simulator fleet IOT	Instant booking feature	Insurance add-on portable IOT
 Market Expansion	6 key customers onboarded	50 customers acquired	150 clients acquired	300 clients acquired intercity exploration
 Partner Exploration	27 fleet partners 5 storage partner	35 fleet partners 7 storage partners	75 fleet partners 10 storage partners	125 fleet partners 20 storage partners

Our Happy Customers



BroilerX



aruna

bukalapak

panganSari
TRUE QUALITY OF LIFE

Banda

Logice.

Chilled to Perfection, Delivered with Trust

