

**@COMMERCE**

# AGENDA

1. Background of @Commerce
2. About @Commerce
3. How does @Commerce Works
4. Benefits
5. How to Apply

**@COMMERCE BACKGROUND**

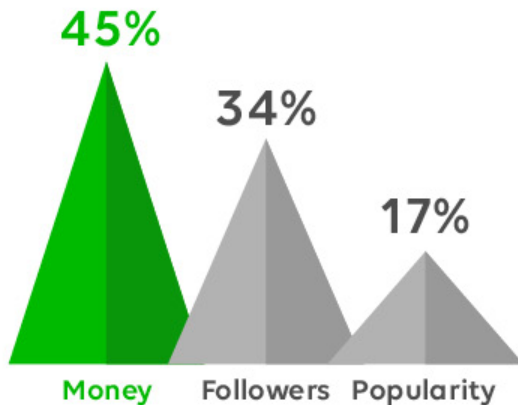
## @COMMERCE BACKGROUND

With the current condition , here are some stats our current LINE@ Sellers achieved.

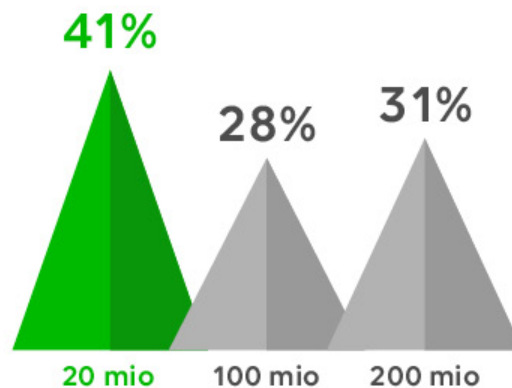
# 400.000++

Current sellers on LINE@

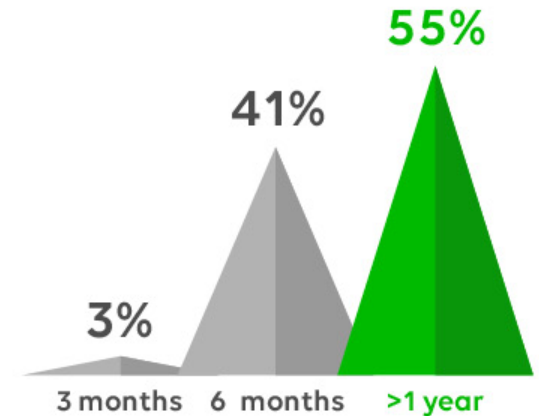
### What they Achieve?



### How about their income?



### Time to reach success?



A lot of trust by our current sellers based on total of users  
& the impact of LINE@ to their business.

LINE Messenger current users data.

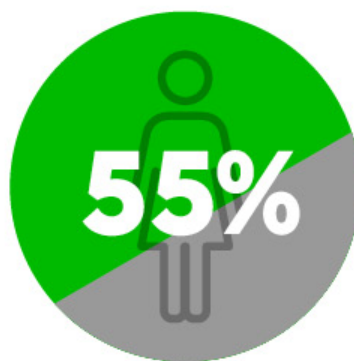
**±60.000.000**

Total LINE Users



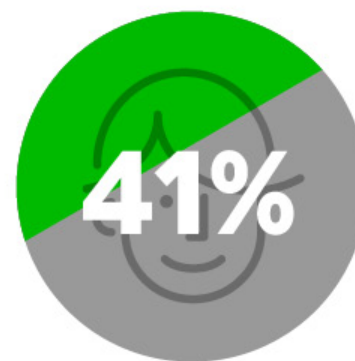
**Consumptive Users**

**75%\*** of LINE Users do shopping  
once in a month



**Female > Male**

55 % VS 45%



**Mostly are young ages**

**41%** total of users  
on 18-22 age

**Potential Market for our Sellers**

## OUR GOALS

So much potential things can happen in LINE especially for sellers.

We want to grow with our PARTNERS !



- Improving your market area.
- Improving your current income / month.
- Creates faster system for merchants to growth.

**ABOUT LINE @COMMERCE**

WHAT IS  
**LINE@**  
COMMERCE



## ABOUT LINE@ COMMERCE



**MARKETPLACE  
CONCEPT**

Your products will be listed  
on our LINE Messenger  
Marketplace spots

**LINE@  
COMMERCE**

LINE @Commerce helps  
sellers to have sales  
management tools

# @COMMERCE FLOW



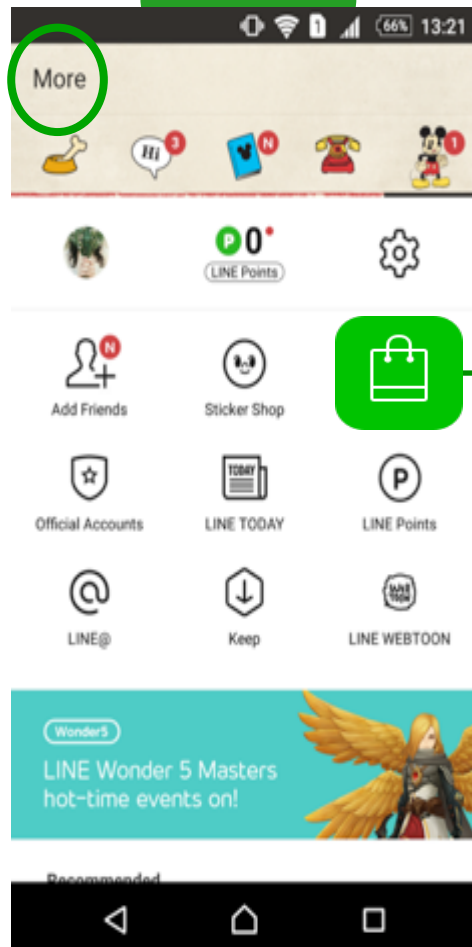
# LINE Shopping Page

Mockup Page

LINE APP

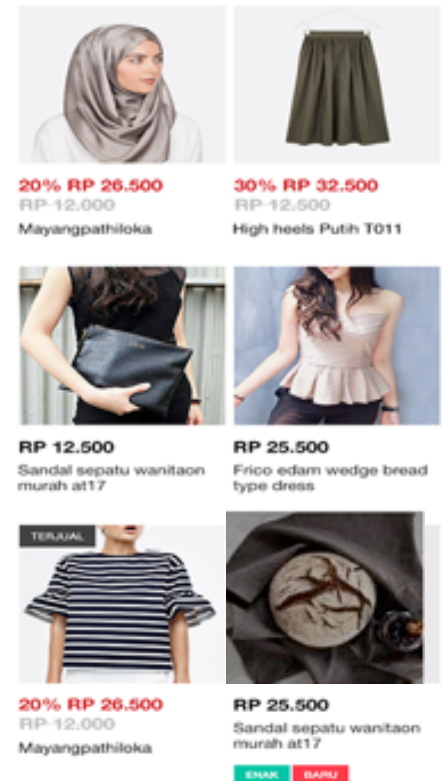
Perfect place to  
expose your  
@Commerce  
products

Advance  
search feature  
combine with  
keywords and  
hashtag



Front  
Page

## Popular Item



Launching in 1<sup>st</sup> September 2016

## ABOUT LINE@ COMMERCE

Combine both functions to create a new full complete toolsfor marketing and sales managements.

| Function               | LINE@ | @Commerce |
|------------------------|-------|-----------|
| 1 on 1 Chat            | Y     | N         |
| Blast Personal Message | Y     | N         |
| Timeline Post          | Y     | N         |
| Chat to Buy            | N     | Y         |
| Marketplace Page       | N     | Y         |
| Search by Product      | N     | Y         |
| Customers Data Recap   | N     | Y         |


## ABOUT LINE@ COMMERCE


# @COMMERCE PAGE

## Home Page

**LAZULI SARAÉ**  
Local value, modern spirit

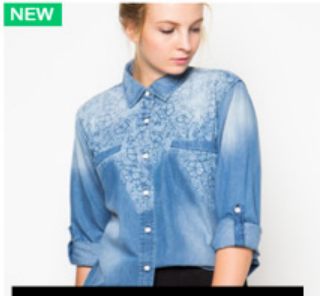
Main Shop

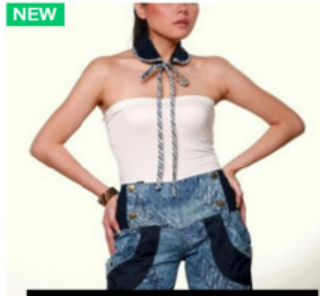


 Indonesia4  
@fpk0588v · Friends 1

Recommend QR Code

**PRODUCT**

NEW  
**Komala Joy Ladies Shirt**  
Rp. 435,000

NEW  
**Jenna High Waist Short**  
Rp. 325,000


see more

## Product Page


**LAZULI SARAÉ**  
Local value, modern spirit

Main Shop

Product > Baju

  
**Komala Joy Ladies Shirt**  
Rp. 435,000  
Shipping fee : \$10 (Free shipping on orders over \$50)

< Show  
Size 2  
Add to Cart Chat to Buy

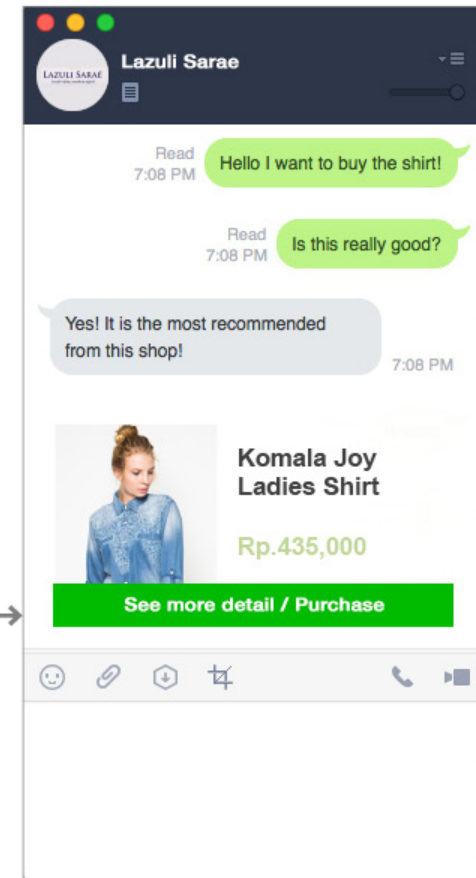


## ABOUT LINE@ COMMERCE

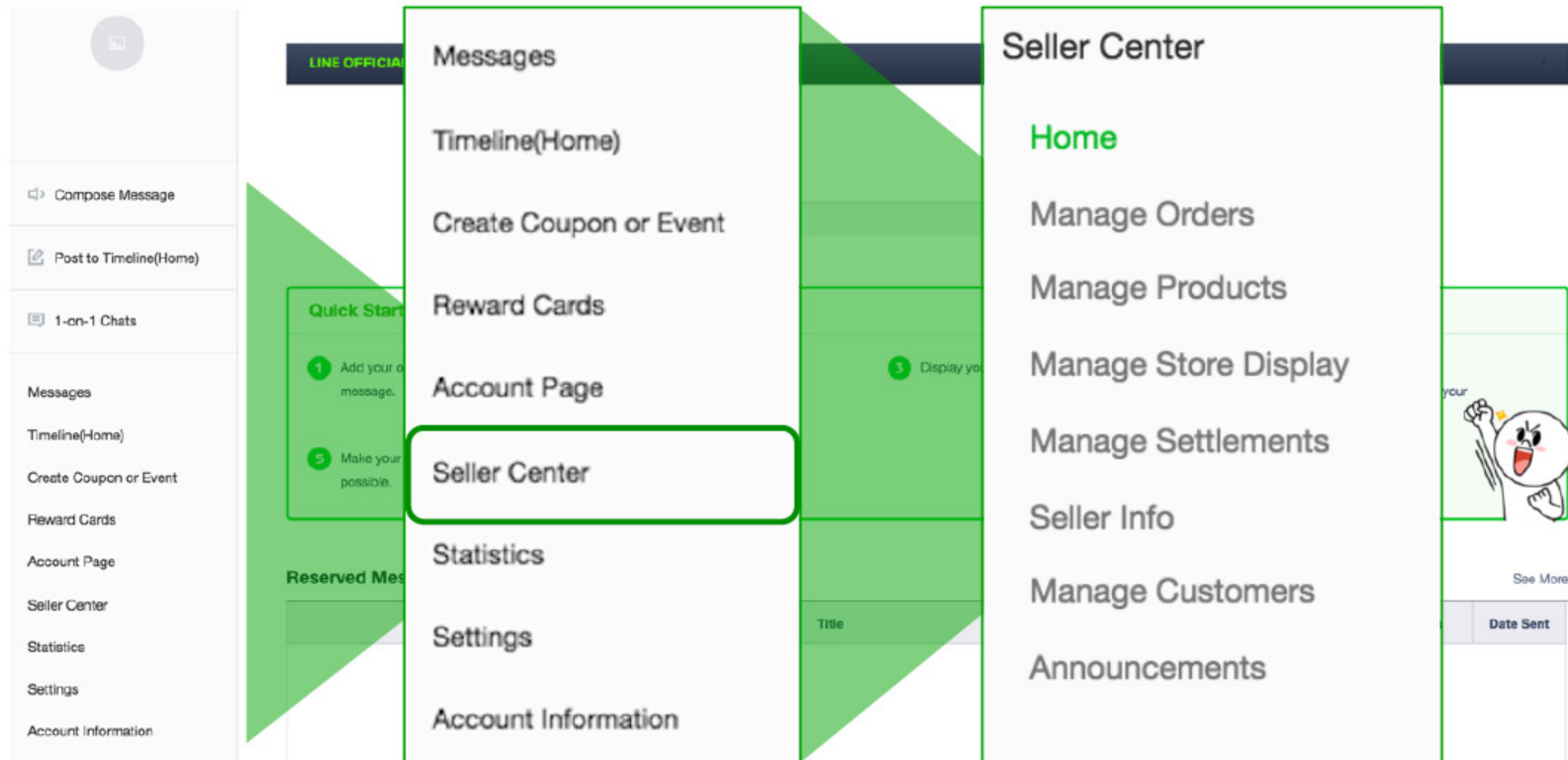
# @COMMERCE PAGE



If customer click **Chat to Buy**,  
It will go to **Line@ 1on1 chat**



# @COMMERCE BACK END SYSTEM





# @COMMERCE BACK END SYSTEM

Create your own face,  
your own mall!

The screenshot displays the @COMMERCE BACK END SYSTEM interface. On the left is a sidebar menu with the following items: Your @ID, Compose Message, Post to Timeline(Home), 1-on-1 Chats, Messages, Timeline(Home), Create Coupon or Event, Reward Cards, Account Page, Cover Design (highlighted with a green box), Plug-in Settings, Account Intro, Location, Business Information, Menu/Items, Photos, Bio/Diagraphy, Jobs, and Seller Center. The main content area is titled "Cover Design" and shows a preview of a store cover for "LAZULI SARAÉ" with the tagline "Local value, modern spirit". Below the preview is a red bar with a chat icon and a phone icon. To the right of the cover design is a "Manage Store Display" section. This section includes a "Main Page" tab and a "Product List" tab. It shows "Screen layout for PC" with four monitor icons, each with a radio button and a label: 4XN, 5XN, 2XN (selected), and 1X4. It also shows "Screen layout for mobile" with three smartphone icons, each with a radio button and a label: 2X2, 1X4 (selected), and 1X4. Below these is a "Products Displayed" section with a text box and a "Preview" button. On the far right, there is a "Screen layout for PC" section with three monitor icons, each with a radio button and a label: 4XN, 3XN, and 2XN (selected). Below this is a "Screen layout for mobile" section with three smartphone icons, each with a radio button and a label: 2X2 (selected), 1X4, and 1X4. At the bottom right is a "Product Display Order" section with a "Popular" radio button (selected) and three other radio buttons: "Registration Date", "Price: Low to High", and "Price: High to Low".



## ABOUT LINE@ COMMERCE

# @COMMERCE BACK END SYSTEM

View/Edit Product   Add a product   Manage Shipping Costs   Manage Categories

Total 3   Active 3   Sold Out 0   Suspended 0   Closed 0   Restricted 0   Pending 0

Search by Keyword   Product Number  is product number Please enter a mess  
sgk.  
You can search for multiple products. (Separate products using a comma or the Enter key.)

Listing Category   main category  Subcategory

Display Brand   Brand Group  Brand

Status   ☐ All   ☐ Pending   ☒ Active   ☐ Sold Out   ☐ Suspended   ☐ Closed   ☐ Restricted

period   Select product listing date   today   1 week   1 month   3 months   6 months   1 year  
2016.04.25   2016.07.25

Advanced Search   stock  Remaining Using Time

Search   Reset   @Settings

View / Edit Products

View/Edit Product   Add a product   Manage Shipping Costs   Manage Categories

Select a category:   Product Details   Sale Details   Shipping Service   Customer Benefits   + Required

Listing Category (Required)   main category  Subcategory

Display Brand   Brand Group  Brand

Settlement Category / Required   main category  Subcategory

Page title   The product name will be displayed if a page title has not been entered.

Meta description   Company name will be displayed if page title is not entered

Add Products

View/Edit Product   Add a product   Manage Shipping Costs   Manage Categories

Category name      Display status   All

Search   Reset

Search Result/Total2   [Download excel](#)   [Add Category](#)

|                          | Category ID | Category name | All category IDs  | Whole Category Name  | Display statu | Display | Edit   |
|--------------------------|-------------|---------------|-------------------|----------------------|---------------|---------|--------|
| <input type="checkbox"/> | 10000422    | Snapback      | 10000420>10000422 | E-Commerce>Snapback  | Show          | 1       | [Edit] |
| <input type="checkbox"/> | 10000423    | Baju Pria     | 10000420>10000423 | E-Commerce>Baju Pria | Show          | 1       | [Edit] |

Manage Categories

**HOW @COMMERCE  
ENTER THE MARKET**

## HOW @COMMERCE ENTER THE MARKET

### Our Current Condition

#### LINE@

LINE@ currently are currently the solution for online sellers to communicate with their new customers and can do a direct information share with their existing customers.

### Phase 1

#### LINE@

@Commerce Page (No Payments)  
Marketplace Page



Catalogue page  
for merchants

LINE@ + @Commerce + Marketplace a new solution for every online sellers to have more complete systems from Sales Management & Product searching by the customers.

### Phase 2

#### LINE@

@Commerce (Payments)  
Marketplace Page



Payment , Delivery

Complete solution with new addition is payment solution for the buyers. All kind of sellers can entry to @Commerce (C2C+B2C)

**BENEFIT**

## BENEFIT

# WHAT ARE THE BENEFIT THAT YOU WILL GET?



**Placing your products on our marketplace**  
(Total 60 million users of LINE INDONESIA –  
**FREE HIGH REACH MARKETING**)



No Commission & Charge Fee –  
**NO RISK MARKETING**



Consumptive Users on LINE  
(75% of LINE Users has done online  
shopping for the last 30 days) –  
**HIGH POTENTIAL SPENDING USERS**



Complete operational systems –  
**MINIMIZE YOUR EFFORT FOR ONLINE  
SHOP MANAGEMENT**

**HOW TO APPLY**

## DOCUMENTS REQUIREMENT TO APPLY

| Requirements  | Personal | Company |
|---|----------|---------|
| ID Card (KTP)   | ○        | ○       |
| NPWP  | ✗        | ○       |
| SIUP / TDP  | ✗        | ○       |
| Bank Account Front Page   | ○        | ○       |
| Screenshot of online busines with historical data (E-Commerce /Social Media/ Own Website) | ○        | ✗       |

**Thank you,**

**Jika menemukan masalah seputar LINE@,  
Silahkan hubungi CS form kami di :**

**<https://contact.line.me/serviceId/10829>**