@COMMERCE

AGENDA

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

@COMMERCE BACKGROUND

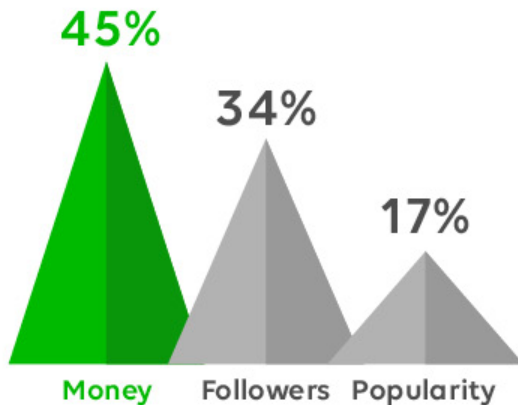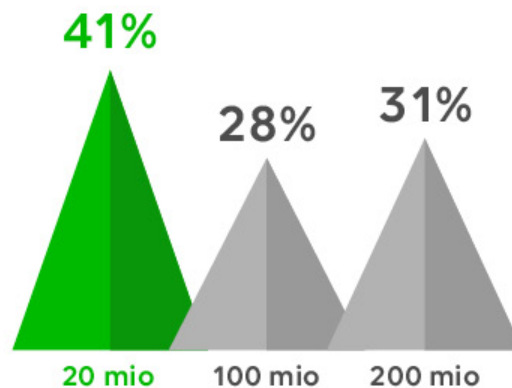With the current condition , here are some stats our current LINE@ Sellers achieved.
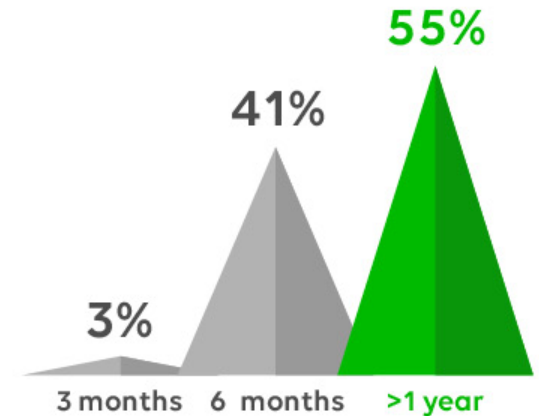
400.000++

Current sellers on LINE@

What they Achieve?

45%

34%

17%

Money | Followers | Popularity

How about their income?

41%

28%

31%

20 mio | 100 mio | 200 mio

Time to reach success?

55%

41%

3%

3 months | 6 months | >1 year

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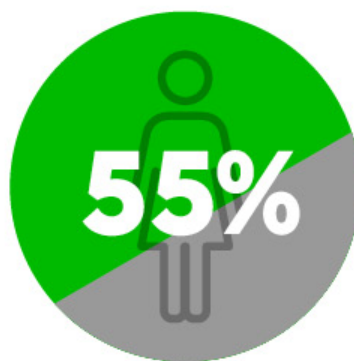& the impact of LINE@ to their business.

LINE Messenger current users data.

±60.000.000
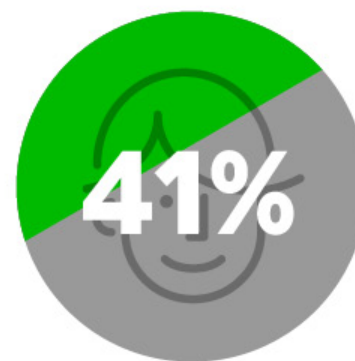
Total LINE Users

75%*

55%

41%

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

*Based on our survey with LINE Users.

So much potential things can happen in LINE especially for sellers.
We want to grow with our PARTNERS !

LINE@
COMMERCE

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

ABOUT LINE @COMMERCE

WHAT IS
LINE@
COMMERCE

MARKETPLACE
CONCEPT

+

LINE@
COMMERCE

Your products will be listed
on our LINE Messenger
Marketplace spots

LINE @Commerce helps
sellers to have sales
management tools

@COMMERCE FLOW

**CUSTOMER** → **LINE Shopping Page** → **SELLERS**

1.
Customers search product through LINE MESSENGER Apps.

2.
Customers entry marketplace page & all product shown.

3.
Customers click products and directed to Sellers. "Chat to Buy"

4.
@Commerce systems starts to recap things for sellers.

LINE Shopping Page

Mockup Page

LINE APP

Front Page

Perfect place to expose your @Commerce products

Advance search feature combine with keywords and hashtag
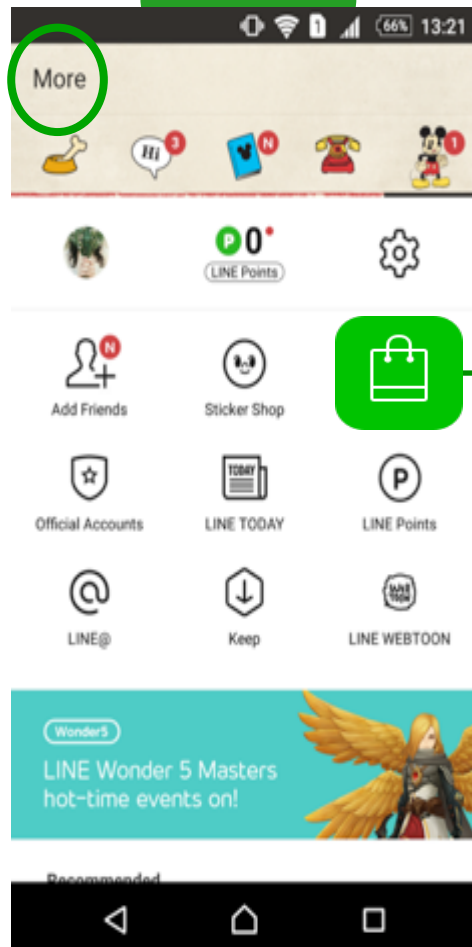
Popular Item
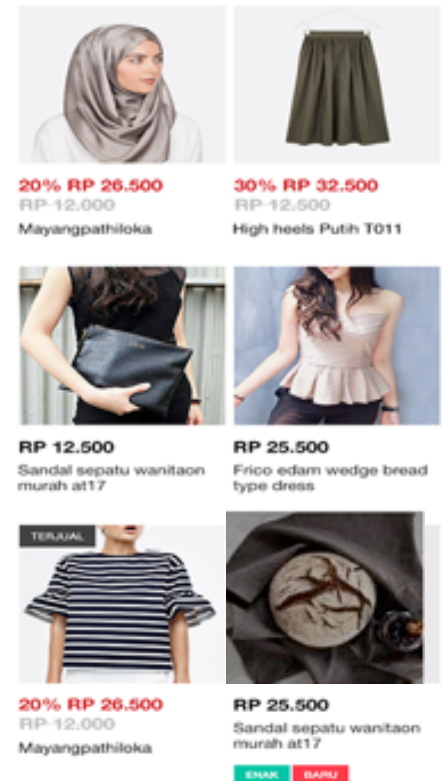
Launching in 1st September 2016

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

@COMMERCE PAGE

Home Page
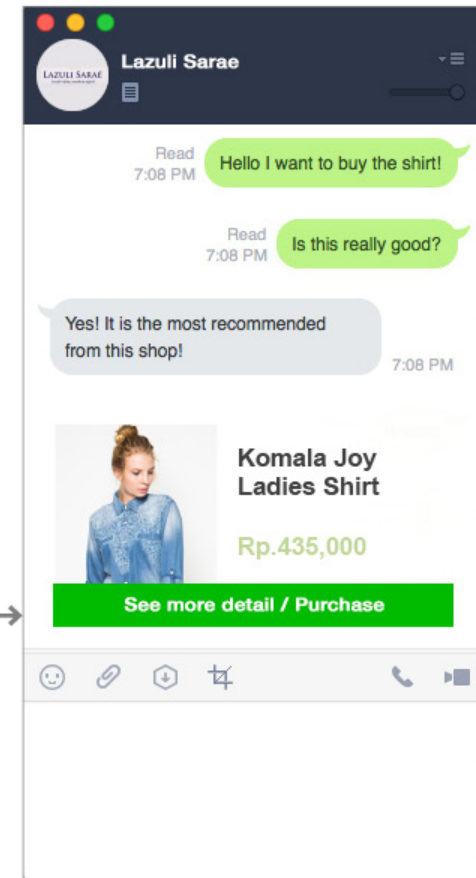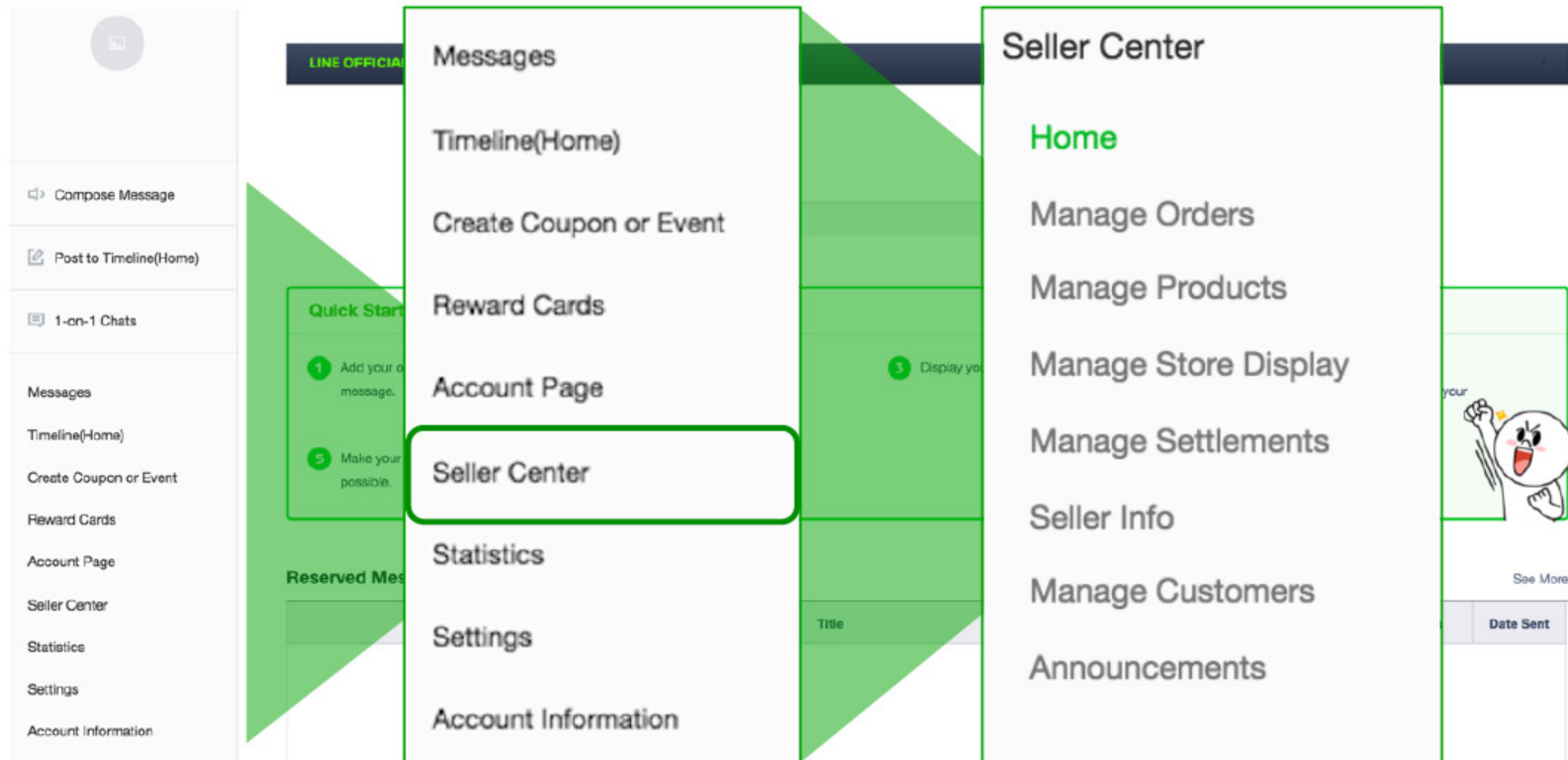

Product Page

@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!

Cover Design

LAZULI SARAÉ
Local value, modern spirit

Friends 1

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
Plug-in Settings
   Account Intro
   Location
   Business Information
   Menu/Items
   Photos
   Bio/Discography
   Jobs

Seller Center

https://page.line-beta.me/fpk058Bv

Your @ID

- Compose Message
- Post to Timeline(Home)
- 1-on-1 Chats

Messages
Timeline(Home)
Create Coupon or Event
Reward Cards
Account Page
Seller Center
   Home
   Manage Orders
   Manage Products
   Manage Store Display
   Manage Settlements

Manage Store Display

Manage products displayed on the Account Page's Main page and Product

| Main Page | Product List |

Screen layout for PC

4XN   3XN   ● 2XN

Screen layout for mobile

2X2   ● 1X4   1X4

Products Displayed

You can select up to 20 products to display for the PC version. The first 4 of
Drag and drop items to change the order in which they are displayed.

Preview   Save

| Main Page | Product List |

Screen layout for PC

○ 4XN   ○ 3XN   ● 2XN

Screen layout for mobile

● 2X2   ○ 1X4   ○ 1X4

Product Display Order

● Popular
○ Registration Date
○ Price: Low to High
○ Price: High to Low

@COMMERCE BACK END SYSTEM

View / Edit Products

Add Products

Manage Categories

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) ⟶ Catalogue page for merchants
Marketplace Page

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) ⟶ Payment , Delivery
Marketplace Page

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

BENEFIT

WHAT ARE THE BENEFIT THAT YOU WILL GET?

Placing your products on our marketplace
(Total 60 million users ofLINE 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	◉	◉
Screenshoot 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