



DELIVERING SUCCESS WITH TECHNOLOGY

A few young entrepreneurs have sought to revolutionise the traditional logistics industry, one process at a time

The logistics industry is experiencing a new wave, brought about by newer players eager to disrupt the scene with innovative ideas and digitalisation.

Ninja Logistics, a last-mile delivery startup owned by a group of young enterprising Singaporeans, is hoping to play a part in revitalising the sector with the help of technological advancements.

Known for its bright red Ninja Vans, the company has seen marked growth since its launch in April 2014, all thanks to its willingness to adopt digital technologies and a market strategy of focusing on the e-commerce market.

Addressing a problem

Mr Firas Alsuwaigh (*photo, above*), Ninja Logistics' Singapore Country Head, together with four others – including Mr

Lai Chang Wen, CEO and Mr Tan Bo Xian, COO – were initially co-founders of a men's apparel e-retailer. It was then that they discovered some problems that e-commerce players often face, such as deliveries getting lost or taking a long time to reach their customers.

The problem was that incumbent parcel courier services were not catering to e-commerce players, says Mr Alsuwaigh. "They didn't allow customers to enter details that go straight through to a logistics provider's system. That kind of seamless flow of information was missing."

This prompted Mr Alsuwaigh and his team to set up Ninja Logistics in April 2014. During that time, they spoke to various e-commerce players on their challenges and wishlists, before customising solutions specially catered to them. Shortly after, they shut down the e-apparel business to focus solely on Ninja Logistics.

Digital first

Technology played a big part in