



the company's journey and efforts to address their clients' logistics problems and make every step more seamless and hassle-free, says Mr Alsuwaigh.

Delivery milestones are updated real time, and there is full visibility at every step of the logistics chain, from collection of parcels to a successful delivery at the end. The company also utilises geo-location tracking of its drivers and has an efficient route planning system involving the use of algorithms designed by its own team of engineers.

Compared to a conventional point-to-point system, where one person delivers one parcel at a time, drivers at Ninja Logistics follow a planned sequence that takes into account operational constraints – such as maximum working hours per day, and vehicle size and weight restrictions – and capacities like the efficiency of drivers, how much volume they can handle a day, and preferred locations to deliver. Drivers get to pick three

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**Mr Firas Alsuwaigh**  
Country Head, Ninja Logistics Singapore

areas of preference, allowing them to deliver more parcels within the same area and save fuel costs.

Their drivers now perform up to 120 deliveries a day, up from 50 to 70 deliveries when they were first established. It takes them just 15 minutes to get in and out of the warehouse when obtaining their parcels.

“Technology is a great enabler, but having tight operational processes is also crucial. It is a combination of both that leads to a successful logistics business,” Mr Alsuwaigh adds.

### Delivering beyond expectations

Last year, the company reported around 15,000 deliveries daily, made to about 3,000 customers, a large portion of which are e-commerce players, such as Zalora and Lazada. Besides Singapore, Ninja Logistics has presence in five other countries, including Malaysia, Indonesia and the Philippines. It employs 350 staff, with more than 110 employees based in Singapore.

The company's processes will be further simplified with a new automated sortation system, which Ninja Logistics was able to implement by tapping on SPRING Singapore's Capability Development Grant (CDG).

The system has the capacity to sort up to 6,000 parcels per hour and is equipped with a dynamic weighing and volumetric scanning system which will weigh and measure the dimensions of parcels and then sort them into 32 possible end points. This will improve labour productivity by more than 50%.

These days, the company faces a different sort of challenge – how to continue the momentum in a mature market. “In the other Southeast Asian markets, there's still a lot of room for

growth, so the focus continues to be on chasing that e-commerce market share,” says Mr Alsuwaigh.

In Singapore, the company is now looking at expanding its scope beyond e-commerce. This could mean helping with business-to-business distribution, transportation of cold perishables, and bulky delivery and assembly services, such as for furniture.

The company aims to continue pushing out new solutions and services. “In an industry that adapts and responds quickly to new customer demands, we need to be on our toes. That means constantly coming up with novel ideas,” he adds.

### Advice for businesses

Mr Alsuwaigh emphasises the importance of technology for business growth and development.

“A company cannot avoid technology if they wish to go far,” he says. “Businesses that do not become a technology company or do not incorporate technology into their operations will create opportunities for other companies to overtake them.”

While the high cost of investment might make some companies balk, Mr Alsuwaigh says businesses still have to embrace it. In fact, he adds, many local companies that have been around for some time are doing well and earning healthy margins after adopting technology.

“I do not think it is an affordability problem. It is more a matter of willingness to allocate budget to it. ■

#### keytakeaways

- Digital technology is a key enabler of industry transformation and innovation.
- Visit [www.spring.gov.sg/CDG](http://www.spring.gov.sg/CDG) to find out how SPRING can support your business' technology adoption and digitisation efforts.