

# **SUPERKUL**

**DELIVERING COLD STUFFS**

# How Does It Started ?

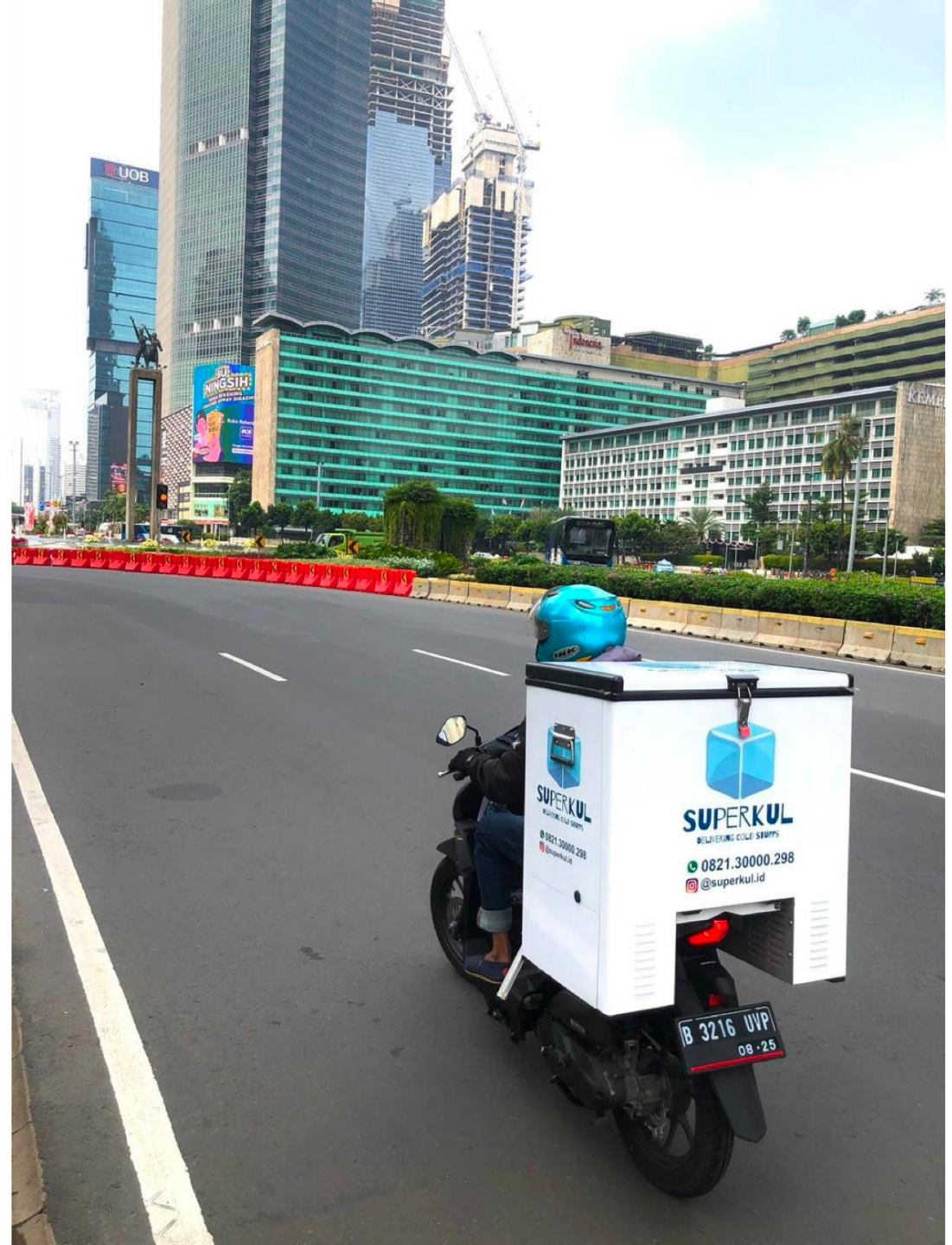




# What Problem Do We Have ?



# The Solution



# The Value Propositions

1. **Temperature Stability** . Keep the goods Temperature -22C to 10C during delivery
2. **Door to Door Delivery** . Our bikers can reach any point in Jabodetabek
3. **Uninterrupted Cold Chain**. Products quality assurance and happy customers
4. **Immediate Cost Saving**. You would need to spend significantly less on packaging
5. **Optimized Delivery Cost**. Our IT System generates shortest route plan for all your orders
6. **Track Live**. Automatic Milestone notifications via SMS are sent to you and your customers
7. **API Integration**. Make ordering and payment simple with your familiar desktop

# The Tech


ABP

superkul.id

↑

↓


superkul

 **SUPERKUL**  
BUILDING OUR STRAITS

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English 

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## Order Delivery

Please choose our service (Required)


 Instant Delivery - Nearest driver available now

 Regular Delivery - Sameday delivery


We will send the nearest driver to pick up your order now

We will send driver as your schedule


Please Select Date


 Saturday, October 15, 2022

Please Select Time

 13:21

Required temperature in Celsius (-22°C to 10°C)

 Temperature



If there is no need to turn on the freezer, please leave this field as blank

## Delivery Route

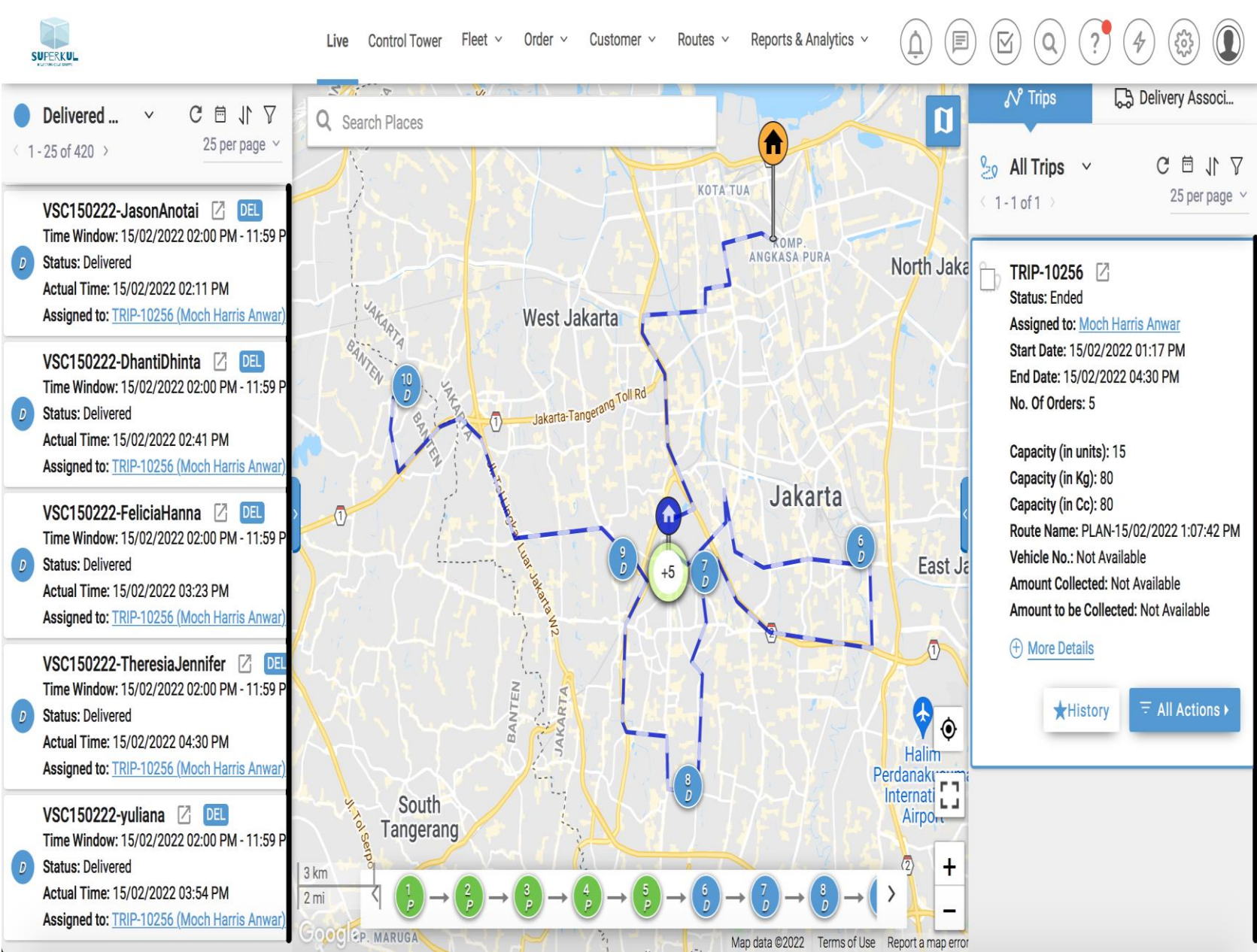
[Upload Multiple Orders](#)

Upload multiple orders with excel sheet

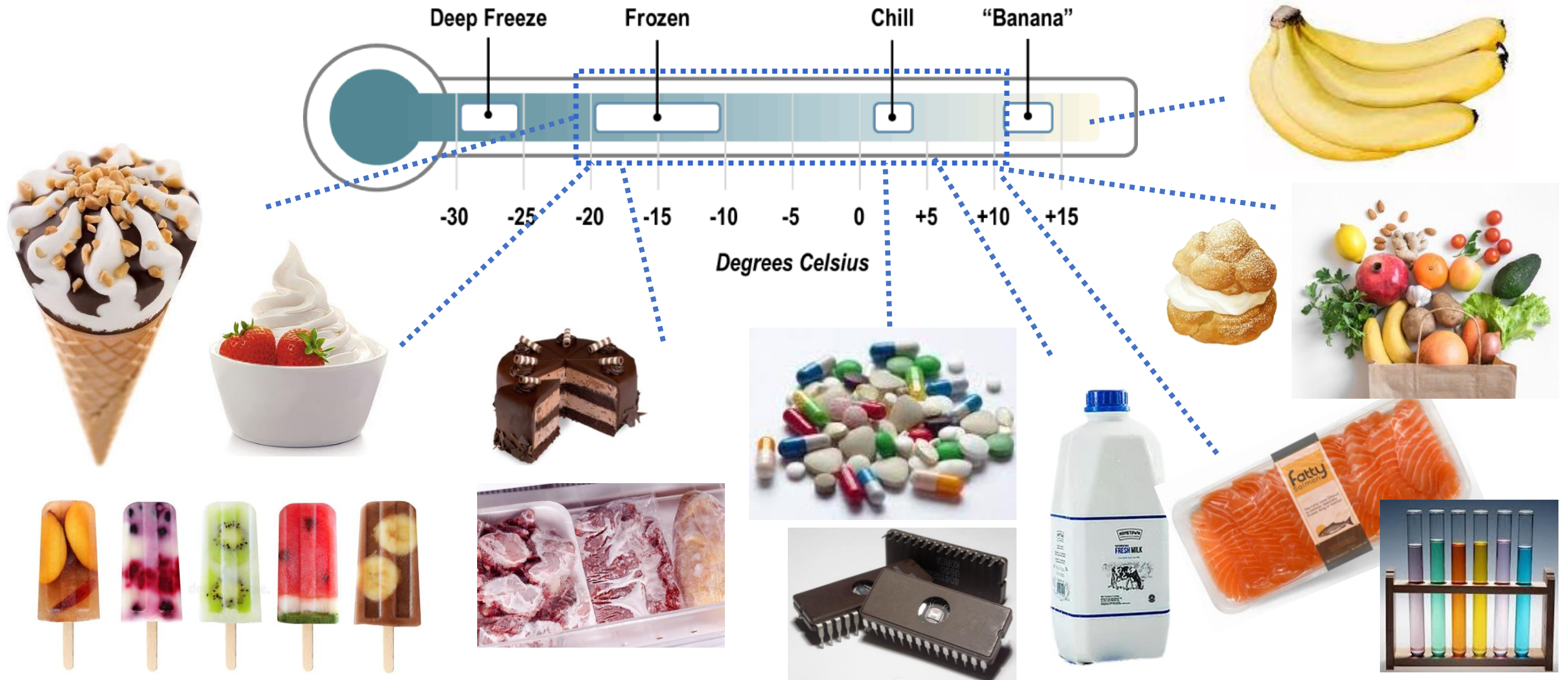
[WhatsApp Us](#)



# The Tech



# The Things We Can Handle





# The Numbers

**25 Fleet – 24 x 80L and 1 x 110L**

**15.681 Completed Trips**

**27.980 Completed Orders**

**419.796 Km travelled**

**250++ lients**

Component	UOM	Rates
Order Handling Fee	Per Order	IDR 5.000
Delivery Charge (Min 2Km)	Per Km	IDR 3.500
Holiday Surcharge	Per Trip	IDR 15.000
POD / Product Return	Per Trip	IDR 20.000

60 fleets in November 2022, 130 fleets in March 2023

# The Next Steps

① Last Mile Cold Chain Delivery

**Last Mile  
B2B**

**Last Mile  
B2C**

② Middle Mile Aggregator

**Aggregator  
Platform**

③ Hyperlocal Delivery

**Hyperlocal  
Instant  
Service**

Superkul Is young and hoping to collaborate together with ARPI members to develop better Cold Chain Solutions to the Market



**Thank You & Stay Cool Together with Superkul !**

**[www.superkul.id](http://www.superkul.id)**

**@superkul.id**