

# WILLER, Inc.

## Digital Transformation of the platform for passenger and freight transportation (mixed freight/passenger) at the Southern Intercity Bus Terminal in Hanoi, Vietnam.



### Objective of the project

This project's objective is to develop a system introducing a digital platform for passenger and freight transportation at inter-city bus terminals in Vietnam, and to realize integration of freight/passenger information by using the platform, thereby revitalizing the Vietnamese economy. This pilot project aims to solve problems by building a platform for the integration of passenger and freight transport and utilizing data to improve operational efficiency and increase revenues through the integration of passenger and freight transport and joint delivery.

### Cooperation with local companies/governments

We worked with one of the largest intercity bus terminals (Nuoc Ngam Bus Terminal) as our local partner in the southern part of Hanoi for this pilot project. In addition, we have established a reliable implementation system in cooperation with "WILLER VIETNAM," a local subsidiary of WILLER, Inc. and "Mai Linh WILLER," a joint venture between WILLER, Inc. and Mai Linh Group, the largest cab operator in Vietnam.

**WILLER, Inc.**

**Water and Environment Development and Investment Joint Stock Company**

**MAI LINH GROUP CO.,LTD**

**VIETNAM AUTOMOBILE TRANSPORTATION ASSOCIATION**

### Targeted economic/social issues

Vietnam's population exceeded 95 million in 2018 and has been increasing, and is expected to exceed 100 million by around 2030. On the economic front, its nominal GDP per capita exceeded US\$2,000 in 2014 and is expected to reach US\$3,400 by 2022, making Vietnam an attractive market in terms of population and economy. In recent years, rapid economic development has led to an increase of income levels, and in particular, the percentage of middle-income earners (household income of US\$5,000 – 34,999) has increased significantly from about 11.7% in 2000 to about 51.9% in 2020. People's interest in safety and security has been growing accordingly. As Vietnamese incomes rise, there is a growing need in particular for safe and fresh food. However, most of the food supply chain is of manual operation, and as a result, it is difficult to obtain fresh food, and logistics costs are high. In addition, the COVID-19 pandemic has caused a sharp decline in sales for transportation operators, making it difficult for them to continue their business based on only passenger traffic, for which alternative strategies to improve sales are needed.

We established a subsidiary in Vietnam in 2016, and now have three local group companies, which have accumulated knowledge, experience, and human resources to promote business in the country. In light of these factors, we selected Vietnam as the country to implement the project, taking into account the feasibility of this demonstration and its subsequent commercialization, as well as the social issues in Vietnam.

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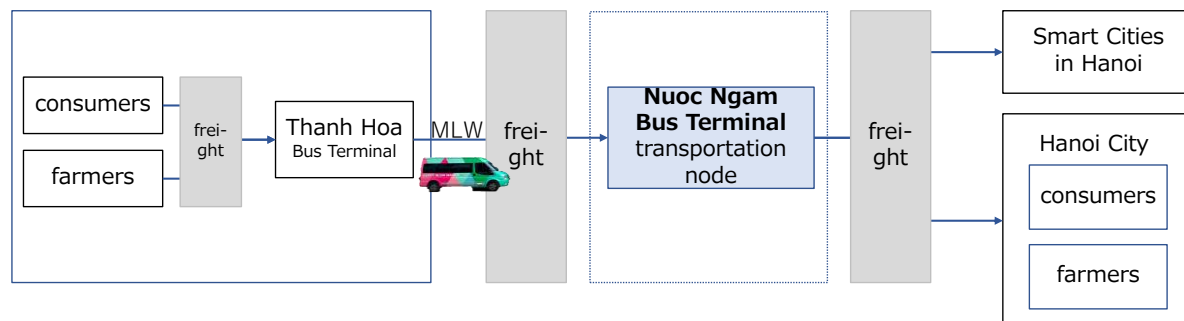
### Demonstration period

October 2022 – December 2023

### Details of demonstration

In this demonstration, we utilized the ASEAN WiLL system developed by our group to build and operate a platform for passenger and freight transportation, mainly at intercity bus terminals. By utilizing data obtained, with the aim of providing customers with a system that enables them to order fresh food with a clear transportation route, we tried in this demonstration to improve operational efficiency through the digitalization of transportation operators as well as integration of passenger/freight transportation by using the platform.

The flow of the operation is shown in the figure below, in which Mailinh-WILLER operated an inter-city bus service between Thanh Hoa and Ha Noi using the ASEAN WiLL platform.



### Project outcome / Future plans

#### <Preliminary Survey>

First, we confirmed the details of the passenger/freight integrated transportation operations in the target countries. In Vietnam, most of the passenger/freight integrated transportation operations are conducted manually. It became clear that this is an environment that requires labor savings through systemization and improved reliability through tracking.

#### <Results>

The usability of the user interface and the possibility of real-time visualization were confirmed. The system will be effective in improving operational efficiency because the freight demand and workload is expected to increase in the future.

In addition, this pilot project tried handling freight receipt and delivery at cafes or retail stores in the city center. This proved that the system could be introduced at low cost while reducing the disadvantages of baggage handling at bus terminals in the suburban areas (because the cost can be split and shared with cafes or retail stores). Further, the company also introduced a linkage with motorcycle delivery services in the last mile section to improve convenience.

#### <Further Activities>

Based on the data obtained from this pilot project, we will rigorously calculate revenue and expenditure for commercialization. At the same time, we will consider combining the system with other businesses that will lead to sales, such as improving the efficiency of vehicle operation and differentiating our service from that of competitors. We will also consider the expansion of this system to other areas in Vietnam and other ASEAN countries.