



# SECAI MARCHE Co.,Ltd.



- ❑ Address: Koto-ku, Tokyo
- ❑ Employees: 5
- ❑ Established: July, 2018
- ❑ Business: Logistic Related Services

<https://secai-marche.co.jp/>

## Outline of the demonstration project

- Demonstration on revitalizing the fresh farm direct supply chain by leveraging a single e-commerce platform.

## Cooperation with local companies/governments

- Partners : MOA, GD Express Carrier Bhd. etc.
- Cooperation Details : In collaboration with producers in Malaysia, building a new last mile fresh food distribution system in Malaysia



## Targeted economic/social issues

- In Malaysia, where the EC market is growing rapidly, the refrigerated fulfillment function remains underdeveloped. Therefore, the EC sellers lack the means to transport fresh food products to consumers without losing their freshness, which is the main factor behind the slow progress of e-commerce for fresh food products.

## Details of demonstration

- Successfully achieved small-lot, high-mix delivery by developing a joint small lot management delivery service connected with our proprietary e-commerce platform. Reduced the waste rate from producers to consumers to less than 1%. Our platform has grown to have 287 registered producers and 657 customers.
- Secai Marche will expand to Singapore in 2023 and after that to other ASEAN countries and is also considering reverse innovation for Japan.
- No other competitors focus on refrigerated products and have a fully transparent service containing even fulfillment processes. In this project, we will expand the application of our demand forecast and auto-order AI system with more than 97% accuracy for selected products, maintaining its high accuracy rate. In addition, we will increase the number of registered customers by reducing lead time through further development of an automatic delivery routing system.

## Expected outcome of beneficiary effects

- By achieving broad trades with low cost and fair price, small and medium-sized Malaysian producers will be able to increase their profits and focus on improving product quality and strengthening their competitiveness. Our project will contribute to the globalization of the Japan-ASEAN fresh food market by allowing the comparison of domestic and international products on the same e-commerce platform.