

Press Release



September 28, 2022
transcosmos inc.

transcosmos expands and relocates Indonesian e-commerce subsidiary headquarters to strengthen business in the market

Aims to grow business in the Indonesian e-commerce market which shows huge growth potential

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) hereby announces that PT. transcosmos Commerce (Headquarters: Jakarta, Indonesia; President Director & CEO: Naoto Osada; transcosmos Commerce), its Indonesian subsidiary specializing in e-commerce business, has expanded and relocated its headquarters to further enhance its business. Expanding the floor area fourfold from the previous size, the new headquarters now sits in the Sudirman Central Business District in Jakarta. From the new office, transcosmos Commerce aims to expand its business with about 60 employees.



transcosmos Commerce, an e-commerce company for the Indonesian market, launched its business in November, 2018. As a sales partner who connects the Japanese and other global clients with local consumers, transcosmos Commerce helps clients manage their e-commerce services. transcosmos Commerce takes pride in its unique business model, managing clients' online flagship stores as an online retailer, and buying and selling clients' products on Indonesia's 5 leading marketplaces – Shopee, Tokopedia, Bukalapak, Lazada, and BliBli.

transcosmos Commerce offers a range of services as a package at one-stop, including competitor analysis, goal setting, website design, social networking service management, landing page development, content creation, store operations, negotiation with mall operators, ad operations, campaign management, live commerce, customer services, customer relationship management, fulfillment, and monthly reports. A la carte menu is also available where clients can choose the services they need.

transcosmos Commerce's key asset is TCCM Way, which combines strong marketing operations ability and high quality monthly reporting, and it is built by transcosmos Commerce CEO Naoto Osada, who has 15 years management record in e-commerce business in Southeast Asia. For example, an average advertising ROI at marketplaces hit 24.5 in September, 2022, far surpassing the market average. Achieving such successes, transcosmos Commerce grew its sales, and has now relocated its headquarters to a larger facility to accommodate the growth. transcosmos Commerce is committed to growing further in the Indonesian e-commerce market, which still has ample growth potential.



<Sofa Area: CEO Naoto Osada>



<Working Space>



<Meeting Room>

From operations centers in Vietnam, the Philippines, Thailand, Malaysia, and Indonesia, transcosmos delivers a diverse range of services including contact centers, digital marketing and e-commerce one-stop services for the ASEAN market. With its e-commerce services tailored for each client based on their phase of globalization and local market strategies, transcosmos helps clients build and develop their business in local markets. With the aims of assisting clients in their branding activities and expanding sales, transcosmos will continue to provide services that best fit each local market in the rapidly changing e-commerce market.

*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 172 bases across 28 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.transcosmos.co.jp/english/>

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