

>>> NEWSLETTER <<<

SUPPLY CHAIN WORKING GROUP



IBC's Supply Chain subcommittee was established in early 2021. Our key focus:

- Improve coordination among industry members
- Develop cooperation with key players to discuss common issues, attract investments and logistic to Cambodia
- Support existing initiatives in the supply chain sector.

We will begin this edition of the Supply Chain newsletter with an in-depth interview with **Ms. Priyanka Chetty, COO of Grocerdel**, on business operations and plans for future.

The next section is the industry update, where we highlight the recent developments in agriculture and other industry views.

Company in Focus: **Grocerdel**

Based in Cambodia, Grocerdel is a leading player in the agricultural and food sector in Cambodia.

Mr. Jhelum Chowdhury, Member of IBC's Supply Chain Sub Committee, talked to **Ms. Priyanka Chetry, COO, Grocerdel** about the company's business operations and plans for the future.



Mr. Jhelum Chowdhury



Ms. Priyanka Chetry

Answers to IBC Supply Chain Subcommittee Questions

Q: Could you start by telling us something about yourself and Grocerdel?

A: Grocerdel, a leading online grocery delivery platform in Cambodia launched in October 2019, delivered high-quality products and everyday essentials. Founded by Priyanka Chetry, who brings a wealth of experience from a successful career in banking and financial services.

What truly sets Grocerdel apart is our commitment to both convenience and sustainability. We offer a user-friendly platform with a vast selection – over 10,000 local and international groceries – to choose from. We prioritize supporting Cambodian agriculture by sourcing directly from over 1500 small-scale farms, ensuring the freshness of our produce. Additionally, we champion sustainability through our "sustainable corner" featuring eco-friendly products and promote plastic-free deliveries with the option for drivers to unpack groceries upon request in your kitchen.

Q: Could you share more on your products and services?

A: Grocerdel aims to be your one-stop shop for online groceries in Cambodia. We offer a vast selection of fresh, locally-sourced fruits and vegetables, forming the core of our business. Beyond that, you'll find household essentials like meat, eggs, and cleaning supplies. We also cater to those wanting to explore Cambodian flavors with a curated selection of local specialties. Grocerdel even keeps environmental responsibility in mind by offering a "sustainable corner" with eco-friendly products.

Grocerdel isn't just about delivering groceries, it's about convenience. Our user-friendly platform makes online shopping a breeze, and we deliver directly to your doorstep in Phnom Penh, Siem Reap. We prioritize freshness by sourcing directly from farms and using a streamlined supply chain. Grocerdel takes sustainability seriously too, offering plastic-free deliveries and a selection of eco-friendly products.

Q: How do you manage your supply chain?

A: Grocerdel creates a diverse marketplace by connecting with both local SMEs (small and medium-sized enterprises) and importers/distributors. This allows us to offer a vast selection of products, from everyday essentials to unique Cambodian specialties. While this variety brings the challenge of managing a complex supply chain, like storage, temperature control

freshness etc and we tackle it head-on. By leveraging technology and a skilled team, they ensure efficient operations, guaranteeing fresh produce delivered straight to you with a seamless experience for you.

Q: What are the principal market segments you serve and how do you see the market for your products developing in the next 5 years?

A: Looking ahead, Grocerdel sees immense potential in the Cambodian online grocery market, which is anticipated to experience significant growth over the next five years. To capitalize on this, we plan to expand our reach beyond Phnom Penh & Siem Reap. Currently underserved areas in Cambodia present a significant opportunity to bring the convenience of online grocery shopping to a wider customer base. Grocerdel also acknowledges the diverse needs across different geographical locations. By tailoring our product offerings to cater to the specific preferences and requirements, we can ensure a strong foothold in the growing market.

Q: Can you highlight some key offerings of Grocerdel?

A: Grocerdel delivers fresh, local produce directly from Cambodian farms, supporting the local community.

We offer a wide variety of groceries, including organic vegetables, locally-raised meats, and household essentials, with many sustainable options available. Our convenient online ordering and delivery service saves you time, with multiple payment options coming soon. Committed to eco-friendly practices, Grocerdel also prioritizes plastic reduction. For expat customers, we offer reliable delivery with English-speaking drivers.

Q: What is the way ahead and your view of future opportunities in Cambodia?

A: Cambodia's e-commerce sector, particularly online grocery delivery, is booming. Grocerdel sees exciting opportunities to:

- Expand our reach: We plan to broaden our service area and customer base, bringing fresh local produce and a wider selection of groceries to more Cambodians.
- Optimize efficiency: We're committed to implementing innovative solutions to improve our supply chain efficiency. This could involve exploring AI-powered demand forecasting or automation tools.
- Sustainability focus: We'll maintain our focus on eco-friendly practices and supporting local communities. Additionally, we're open to exploring partnerships with local farms and businesses to strengthen our commitment to Cambodia's growth.

Q: Lastly, as a mother who is working in a competitive industry how do you balance work and personal life?

A: Life has busy and quiet periods therefore recognize that achieving perfect balance all the time isn't realistic. What I do personally is set clear work hours and stick to them as much as possible. Let the team know when I am unavailable. Similarly, dedicate family time and avoid work intrusions during that period. We have to remember; balance is an ongoing process. There will be days that tip more towards work and others towards family. So, the key is to be flexible, prioritize what matters most, and don't be afraid to ask for help.



From the Local News - Industry Updates

Minister of Agriculture states that participation in modern farming communities will help farmers get more benefits - Publish on June 19th, 2024

Joining modern farming communities can increase farmers' profits through better production planning and direct market access, while also providing infrastructure support such as net houses and irrigation systems to minimize costs.

[Click here to read more.](#)

Armyworm infestation wreaks havoc on Cambodian farms - Published on June 21st, 2023

The Ministry of Agriculture, Forestry and Fisheries has issued a warning to farmers regarding the significant threat posed by fall armyworms to rice fields, vegetables, and industrial crops.

[Click here to read more.](#)

Blueprint to implement agricultural reforms underway - Publish on July 4th, 2024

\$100 million in concessional financing from the Asian Development Bank (ADB) has been allocated to fund the preparation of a comprehensive blueprint aimed at accelerating agricultural reform initiatives.

[Click here to read more.](#)

If you are interested in joining our working group, please email: support@ibccambodia.com or [Telegram](#).

IBC Platinum Sponsors



IBC Gold Sponsors



IBC Silver Sponsors

