

Food Panda Last Mile Delivery Initiative

Dear Valued GS1 Subscriber,



With the demand for good data governance, manufacturers/suppliers and retailers recognise that there is a real need to **improve data quality**, including the identification of data owners, and a process for auditing and monitoring data for on-going **consistency** and **accuracy**, to ensure **brand protection** and to uphold **business integrity** through **product identity governance**.

Many retailers and e-retailers such as **AEON, Giant, Tesco, Hero, MYDIN, Caring, Eonsave, G'Value, Lazada, Shopee** and **AliBaba** now require and use GS1 standards and keys to provide a more efficient consumer experience and to minimize product spoilage and loss.

GS1 Malaysia is pleased to introduce our work with **Food Panda** in **optimizing their capacity fulfilment requirements** for their **Pandamart Grocery Delivery Service** - an on-demand delivery service for groceries, household essentials, beauty products and medication delivered directly from Food Panda's own storage facilities. One of the main items requested by Food Panda is the availability of certain product information in particular **DIMENSIONS** and **NET WEIGHT**. These attributes are available on GS1 Malaysia's **Member Product Databank**, our online trusted product information platform. As part of the initiative, Food Panda has provided GS1 with a list of their expected brands to ensure the required information is available for their use. The list contains many recognizable brands such as **Nestle, Topvalu, Coca-Cola** and more.

As a GS1 Malaysia member we urge you to submit your latest product information for a free upload into the Member Product Databank. By providing this information, you are not only fulfilling Food Panda's delivery and capacity requirements, but also the merchandising requirements of all retailers, both online and offline. The market shift towards a more digital marketplace is rapid and clear to see. By not submitting your product information to GS1 Malaysia, you risk delaying your products' digital presence; potentially affecting market share.

You may do so by submitting your product listing using our [prepared template](#), and using one of the following methods to send them to us:

- 1) WhatsApp - **+6014-3933228** or **+6011-16168228**
- 2) Email – databank@gs1my.org
- 3) Online Submission Platform - <http://www.gs1my.com/member/r1/node/6>

As a part of GS1's guidelines for brand protection, the **GS1 Malaysia Member Product Market Surveillance Initiative** is based on marketplace best practices that outline the **process for data governance** and supports the demand for **accurate and consistent trusted data** by which consumers can make **informed purchase decisions**. The key benefits and takeaways of this initiative are as follows:

- i) Preventive measures to deter against the **misuse, misrepresentation** and **unauthorised** issuance of GS1 GTINs,
- ii) Reduce erosion of GS1 members' market share due to **fraudulent** and **counterfeit** products,
- iii) Improve and decrease instances of **indiscriminate** and **negligent** usage of GS1 standards and keys,
- iv) **Cooperation** with industry leaders and leading retailers to benefit **brand owners** and **distributive trade**.

If you are not the intended or correct recipient of this message, GS1 Malaysia would greatly appreciate your assistance to forward this message to your inter-department colleagues, such as those in Finance, Procurement, Marketing, Merchandising, etc. that could benefit from the knowledge presented within.

If you have any questions, you may contact GS1 Malaysia through the following methods:

Email: gs1malaysia@gs1my.org

WhatsApp Messaging: +6014-3933 228, +6011-1616 8228

Thank You for your kind understanding.

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