

AHA Commerce Expands into Thailand, Bringing Its Indonesia-Developed E-Commerce Management Model to Southeast Asia

AHA Commerce, an Indonesia-based integrated e-commerce enabler, has officially expanded its operations into Thailand.

JAKARTA, INDONESIA, August 21, 2026 /EINPresswire.com/ -- [AHA Commerce](#), an Indonesia-based integrated e-commerce enabler, has officially expanded its operations into Thailand. This milestone marks a new chapter for the company as it brings its data-driven digital commerce capabilities to the broader Southeast Asian market.

The expansion is supported by the company's experience in developing systems, processes, and technologies that help brands grow across various marketplaces. To date, AHA Commerce has managed more than 280 brands, supported by over 220 professionals, and handled more than 8.1 million orders, representing over IDR 453 billion in gross merchandise value (GMV) under management over the past 12 months. These achievements provide a strong foundation for the company to bring its business model to the regional market.

AHA Commerce began managing its first online store in Thailand in September 2025, when it was appointed to handle the Thailand marketplace operations of a brand already present in the country, delivering a 221 percent increase in sales. AHA Commerce Thailand has since been legally incorporated and established a local office and team, with all local employees recruited in Thailand. Its operations follow a hybrid model, with the Thai and Indonesian teams working collaboratively to manage the e-commerce operations of brands in Thailand.

Stephen Lawrence, Chief Executive Officer of AHA Commerce, said that the expansion into



Chief Executive Officer of AHA Commerce Stephen Lawrence (left) with Chief Business Officer and Co-Founder of AHA Commerce Andre Chouw (right). AHA Commerce has officially expanded its operations into Thailand.

Thailand goes beyond entering a new market. It demonstrates that the business model and systems developed in Indonesia can be successfully applied in other countries.

“For more than a decade, we have built a strong business foundation through continuous learning while developing our e-commerce management systems and capabilities in Indonesia. Once the system proved capable of consistently delivering growth for brands in Indonesia, we saw an opportunity to bring the same approach to the regional market. Thailand represents our first step toward realizing that vision,” Stephen said.

During the initial phase, AHA Commerce’s services in Thailand are focused on managing online stores for local brands. The operating model adopts the systems developed in Indonesia while incorporating adjustments to local consumer characteristics, marketplace dynamics, and promotional strategies relevant to the Thai market.

Andre Chouw, Chief Business Officer and Co-Founder of AHA Commerce, explained that collaboration between the Indonesian and Thai teams plays an important role in the adaptation process. The Indonesian team provides systems support and operational expertise, while the local team ensures that the strategies implemented are aligned with the characteristics of the Thai market.

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Expansion into Thailand goes beyond entering a new market. It demonstrates that the business model and systems developed in Indonesia can be successfully applied in other countries.”

Chief Executive Officer of AHA Commerce Stephen Lawrence

“We are not entering Thailand with operational experience alone; we are bringing a system that has been developed and tested over many years. Its implementation must, of course, be adapted to consumer behavior, marketplace characteristics, and the needs of each brand in Thailand. The underlying principles remain the same, but the execution must be relevant to local market conditions,” Andre said.

Advancing Data-Driven E-Commerce Management

The expansion into Thailand also introduces AHABOT™ AI



AHA Commerce’s expansion into Thailand also introduces AHABOT™ AI Marketing, a system developed by the company based on its experience managing hundreds of online stores.

Marketing, a system developed by AHA Commerce based on its experience managing hundreds of online stores. The system supports more measurable decision-making in store management, from selecting products to promote and campaigns to participate in to determining appropriate discount levels based on data.

This data-driven approach has been implemented by AHA Commerce in Indonesia and now serves as a standard for its e-commerce management operations in Thailand. It also underpins AHA Commerce's performance guarantee, which differentiates the company within the e-commerce enabler industry.

AHA Commerce guarantees a minimum 20 percent increase in sales compared with the client's average sales over the preceding six months. Based on the applicable cost-of-goods-sold structure, the increase is expected to support growth in client profitability. If the target is not achieved, AHA Commerce waives its commission fee. The same scheme is applied to the company's operations in Thailand.

According to Andre, the decision to provide a performance guarantee is not merely a marketing strategy. It reflects the company's confidence in the systems it has developed and continues to refine.

About AHA Commerce

AHA Commerce is an Indonesia-based e-commerce management services provider that helps brands navigate the complexities of e-commerce operations while achieving measurable growth in sales and profitability. Established in 2011, AHA Commerce provides integrated online store management services covering digital marketing strategy, marketplace optimization, customer service, inventory management, order fulfillment, live streaming, and affiliate and KOL management. These services are supported by AHABOT™ AI Marketing, a data-driven system designed to optimize decision-making in online store management. To date, AHA Commerce has managed more than 280 brands and 8.1 million orders, representing over IDR453 billion in gross merchandise value under management over the past 12 months, supported by more than 220 professionals. AHA Commerce currently operates in Indonesia and Thailand.

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