MILLION DOLLAR MARKETPLACES – GROWTH BEYOND BRICKS & MORTAR

by Ben Whyatt

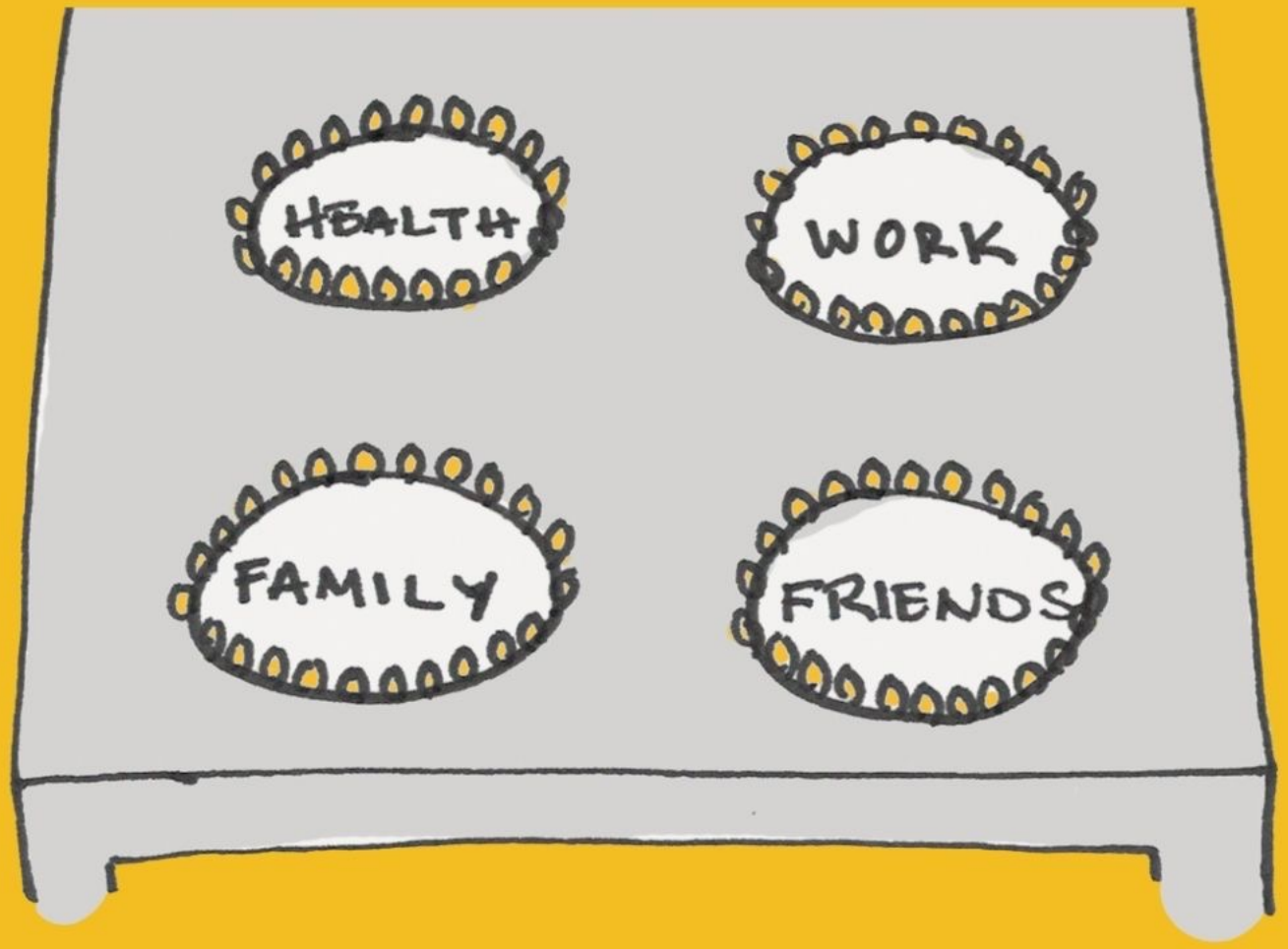
Who is this random retail geek talking online marketplaces?

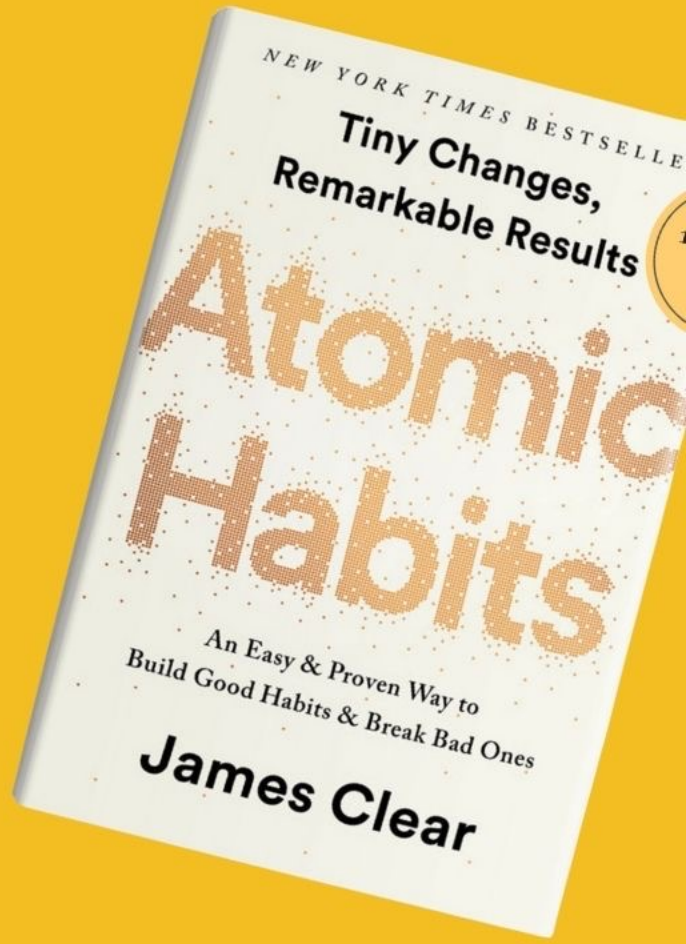
FOUNDER OF DOGGYLICIOUS WHICH IS NOW IN 650 STORES & SEVERAL MARKETPLACES.

ONLINE ACCOUNT MANAGER FOR SCALZO FOODS.

HOST OF THE RETAIL READY PODCAST.

4 Burner Theory - Have you got time or resources in place to venture into new channels?





What level of flame do you give each of your sales channel today or moving forward?

WHO'S WHO IS THE MARKETPLACE ZOO?

Plus many more..

WHERE DO YOU PUT YOUR FOCUS AS A BUSINESS?

The Sleeping Giant

- 6 fulfilment centres in Australia including Kemps Creek with holds 11m units.
- Amazon Flex

Growing Opportunities

- 2 fulfilment centres in Australia.
- Huge opportunities in grocery.

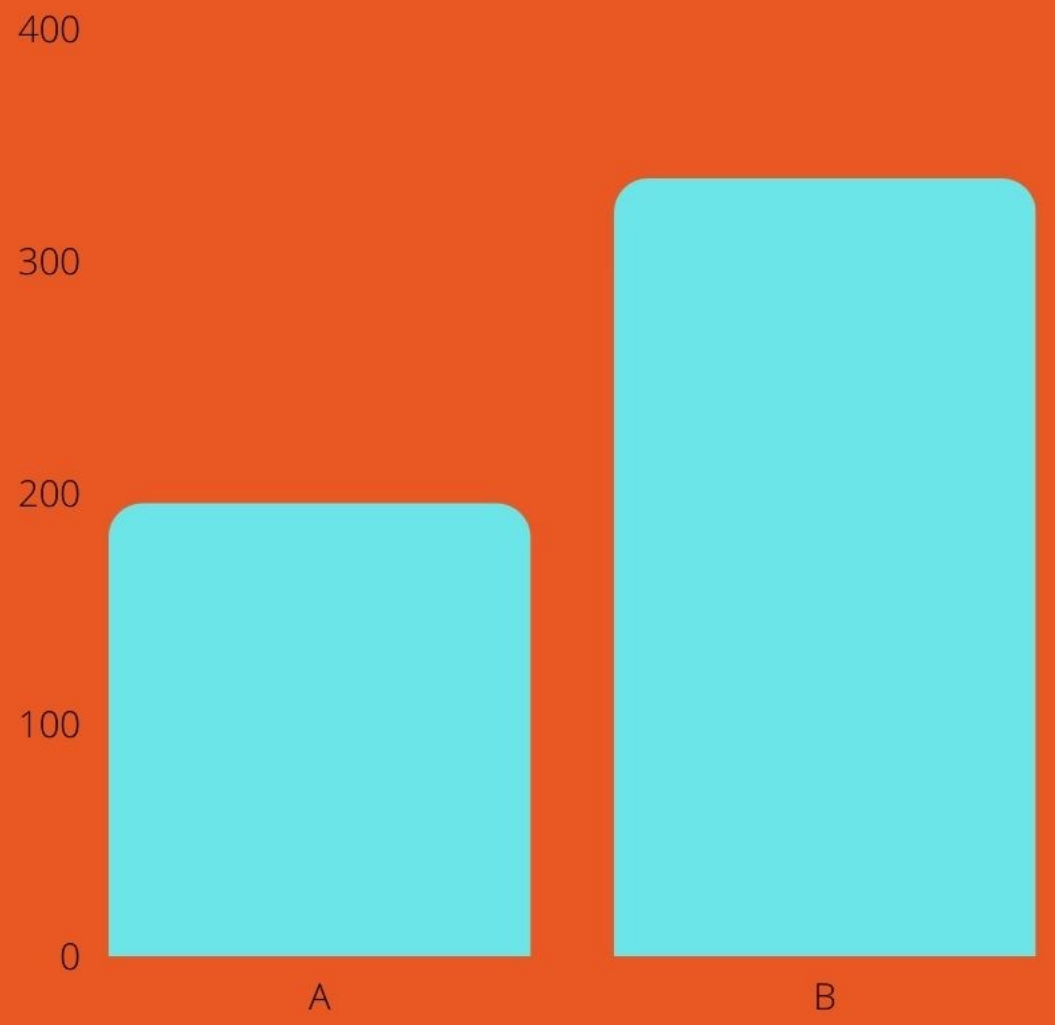
New Kid

- Woolworths new shiny toy.
- No warehouses but could change.

Huge Opportunity

- Mass marketplace reach
- Warehouses and online marketplace knowledge.

The online marketplace opportunity beyond the big retailer. $ Revenue example.



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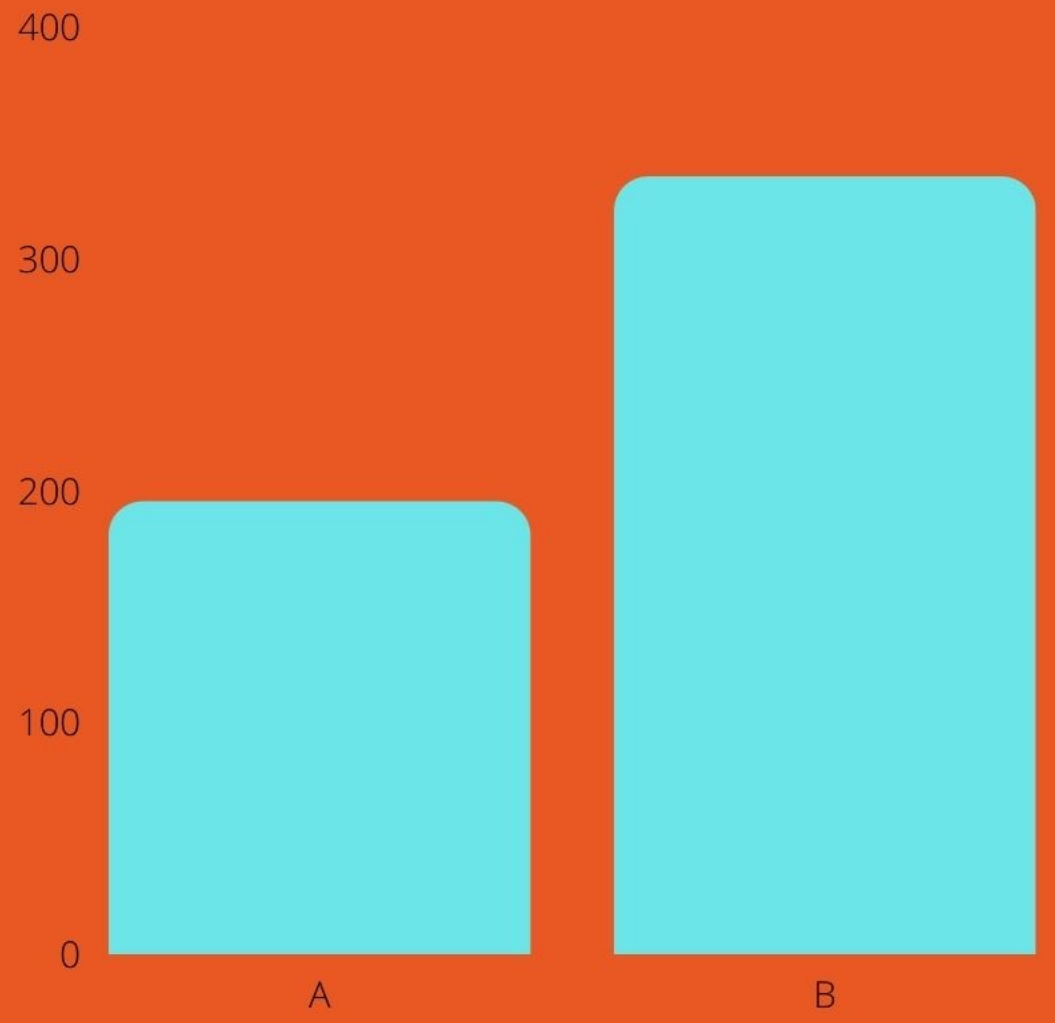
2 Major Online Marketplaces.

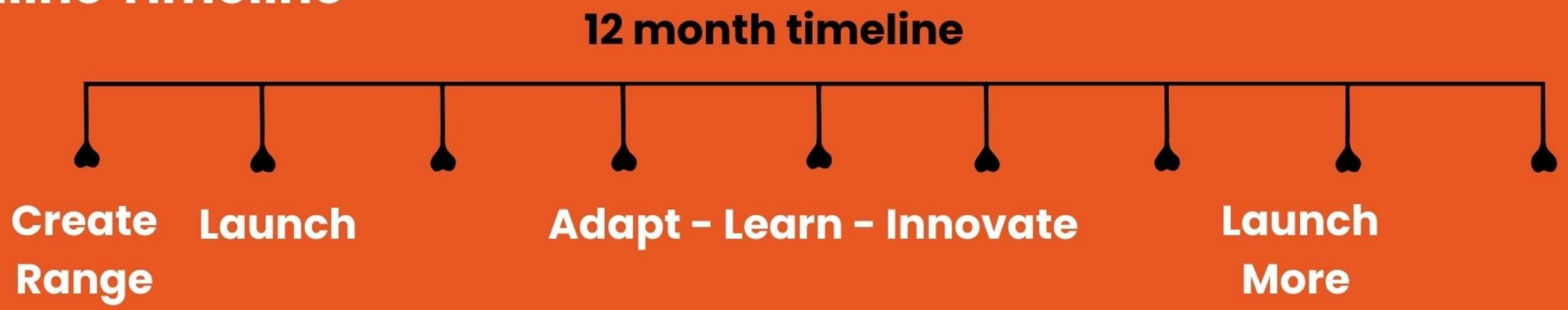


650
Bricks & Mortar Stores.

Speed to market - Test & Learn

A Major Retailers Timeline

Online Timeline



Online Reviews Matter

Yes, I recommend this product

On 24 Jun 2021

By SUMO (THE PUG)

★★★★★ **Gay & Proud**

If there was a gay community of dogs these cookies would be number 1 choice. My pup, Sumo loved these and we loved giving them him.

This revew generated $45k in additional sales. Never under estimate the power of online reviews.

WHAT IS YOUR BEST ONLINE OFFER?

It is all the customer wants

Freight Cost Factor

1 Unit.

BIGGER OFFER IS OFTEN BETTER FOR ONLINE

BETTER FOR YOUR COSTING MODEL

CARTON

Introduce the customer to your brand

HAMPER

BARRIERS

- NEW PROCESS SCARES PEOPLE.

FOLLOW THE WHOLE PROCESS YOURSELF FROM ORDER RECEIVING TO DISPATCH TO WORK OUT ROAD BLOCKS AND ANY UNWANTED EXTRA PROCESSING STEPS.

- OLD SCHOOL PUSH BACK TO GO ONLINE.

TELL THEM TO GET WITH THE TIMES OR TREAT IT AS IF A NEW SUPERMARKET WAS COMING TO TOWN. EVERYONE WAS JUMPING AT THE CHANCE TO WORK WITH KAUFLAND IN 2019.

- DON'T FORGET YOU CAN ALWAYS OUTSOURCE.

FIVERR.COM HAS BEEN A GAME CHANGER FOR ME. REACH OUT TO ME AT ANYTIME TOO.

Dealing With Marketplace Buyers

01 You don't need to be BFFs, build a relationship - just don't be that supplier who calls with headaches.

02 A new wave of buyers are here. Don't think one way is the best way (for example, text v call)

03 They get a lot of emails.

04 They don't need/want 50 page presentations.
Think differently. Have you ever sent a buyer a video?

Thank you.
Any Questions?

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