

gotradelive Industry Case Studies

The following case studies illustrate how gotradelive can be used in any industry.

- IT and Telecoms
- Building and Construction
- Clothing Fashion, Textiles, Fabrics
- Education markets and students
- Farming and Agriculture
- Publishing
- Training

IT and Telecoms

Dealers and distributors operate on wafer thin margins whatever industry they work in, but making a profit in IT and Telecoms can be especially challenging. But a new free trading system aimed at SMEs will help them find and make more profitable transactions and it couldn't be simpler.

Any fine-tuning in a commodity supply chain can make the difference between profit and loss on a deal.

By being able to efficiently scale the number of potential trade only buyers in one sales event, gotradelive makes it viable for dealers to shift stock on razor thin margins and retain a net profit.

Take a mobile phone dealer with a box of 200 surplus handsets. The cost of keeping them in stock, occupying expensive floor space, distracting employees and devaluing by the day, makes it an imperative that the company must shift them.

The costs of finding a buyer, through traditional sales channels and methods, far outweigh any income that could be had. The time wasted on pestering potential targets or the fees incurred listing the products on consumer orientated auction sites are similarly expensive. And what's more the trader either can't be sure they got the best deal or worse still they lose control of the sales process all together.

Either way the trader is hostage to fortune – Now gotradelive obviates the problem, by offering the trader marketing tools that allow them to alert all

potential bidders and scale the audience as large as they want and yet retain trade confidentiality. So the dealer actively creates and controls his own trading forum.

Building and Construction

Builders are throwing away thousands of pounds and wasting hours every day that could be saved, if they only knew how gotradelive could help them source their materials more competitively. Now they can ask suppliers to come to them with their best offers.

The small and medium sized builders suffer a daily struggle to keep their workforce supplied with materials. Sourcing on an ad-hoc basis like this is a dangerous juggling game. If they over order supplies, they would have nowhere safe to store them. Materials can rapidly go missing if left on a site overnight and storing them in a van is likely to be an expensive mistake.

But site managers who operate a just in time purchasing policy are walking a tightrope. On one side, they could fall into a situation where surpluses leave the project exposed to theft. On the other, they risk plunging into shortages, which will bring projects to an expensive halt.

The process of purchasing materials leaves them hostage to fortune too. Availability fluctuates by the day. One week there may be sash windows galore and bargains to be made. The next week the builder is struggling to find any supplier that can give him a matching set, no matter how much he offers.

Never is the market so unforgiving. Never was a constant, perfect view of market information more vital. With a system built by gotradelive, not only could the project manager or materials buyer have an instant overview of availability, they could extend their buying powers even further afield to a broader supply base. Instead of desperately chasing the goods, the buyer could be in a position to invite offers to supply materials from a range of trusted builders merchants.

By inviting multiple merchants to bid on, say, 50 lengths of timber (in one tender) and ten Velux windows (in another) the builder saves themselves valuable hours, puts themselves in a place to get a better price and helps to keep the work force happy by ensuring the materials are delivered on time.

As a result, there is less down time, fewer occasions when workers are being paid with no work to do and fewer complaints from the customer. The project manager is happy too, as they've kept costs down, helped keep the project in profit and removed tons of hassle too.

Clothing Fashion, Textiles, Fabrics

Textiles and fabric traders could cut costs and improve productivity with a new IT service that aims to give SMEs their own online trading system. It could be the small business sector's own version of the big bang

Fashion designers on a budget haunt the textile outlets of Brick Lane, stalls on Petticoat Lane and warehouses at all points of the capital looking interesting fabrics they can afford to work with.

Often you can find the end of a roll of fabric for a bargain price. The warehouse desperately wants to get it out the building to make room for the next season's new colour. Meanwhile, there are thousands of creative designers who feel they could do something far more imaginative with this material, and would welcome the chance to snap it up. If only they knew it was available.

gotradelive offers a simple way for wholesalers to clear stock as quickly and efficiently as possible, while offering fashion designers a far wider perspective on available items.

"Wholesalers can get the best prices in the fastest time when they have a clearance sale," says Keith Collins, gotradelive's chief marketing officer, "meanwhile, designers are getting a better system for sourcing their materials."

The carpet industry has similar issues with 'end of line' and 'end of roll' stock. gotradelive could help sellers and buyers create a more fluid market and a faster movement of goods.

"Any company in the fashion, textiles or fabrics industry could conduct a much faster stock clearance through an automated B2B trade," says gotradelive's Collins. "They would find the best deals around and much easier and they'd

clear their shelves for new stock more rapidly and their customers would get a bargain. Everyone benefits.”

It also works like a marketing tool, he says. “It gives you a great excuse to write to all your clients, even ones you haven’t contacted for ages. They might not want the bargain on offer this time but they will be reminded that you exist. It could be just the spark that catalyzes some new business,” says Collins.

Education markets and students

With budgets being cut, everyone involved the education and training sector needs to be cannier about their asset management. gotradelive can help you buy and sell everything – from computers to courses – more efficiently

A new trading hub for small businesses is helping turn losses into profits by helping them trade more effectively

When training company Harlequin Solutions bought new Apple Macs for its teaching classes, it was left with a classroom sized batch of perfectly useful, if not cutting edge, machines.

The MD, Subhas Patel, tried to find a home for them. He phoned charities but, surprisingly, none of the people he spoke to were in a position to make a decision. As the charity decision makers dragged their feet, he was forced to find another good cause to support. Patel then contacted every school in the company’s West London catchment area. But again there were no takers.

“Some of these schools had better technology than us,” said Patel. In desperation he managed to find a couple of homes for the Macs, but ultimately the process was consuming too much of the MD’s precious time. So he was forced pay £70 for a mini skip and fill it up with the computers.

If gotradelive had existed then, he could have emailed all the company’s database of regular clients and invited them to snap up the bargains. Patel says he would have happily given them away. It would have given him a good excuse to get in touch with the clients again, talk to them with good news. Ironically, these non-sales calls are often the most effective sales calls of all.

Schools and Universities are often accused of waste, when tons of seemingly useful materials are dumped in skips.

Following a complete rebuild of Catford High School in South East London, the authority paid for an entire new IT infrastructure, with a new network including state of the art PCs. Consequently, the school found itself with dozens of very workable yet surplus PCs and HP LaserJet printers.

Tragically, since the school didn't have a system in place to get rid of old stock and with nobody at the school having the time, the knowledge or the wherewithal to dispose of them, the majority of the PCs were dumped. Although a few of the PCs and printers were snapped up by bargain hunting friends of the teachers.

By using gotradelive's free trading system, both organizations could have saved £140 on hiring skips and made a few hundred pounds from selling the equipment.

Farming and Agriculture

European farmers could benefit from a trading hub which helps them efficiently manage more buyers for their highly perishable produce

Farmers all over the world work on famously tight margins, in a food industry in which supermarkets have enormous purchasing power. The alleged fussiness of the consumer means that the all-powerful buyers often reject tons of fruit and vegetables.

To date, farmers have struggled to find markets for these 'ugly vegetables'. So with nowhere to go, tons of perfectly good fruit and vegetables are sentenced to a rotten end on the scrap heap.

Britain alone wastes £8 billion pounds of food every year, the majority from fruit and vegetables, making a significant contribution to the hole in the British economy. Fixing this leakage wouldn't just boost trade and make the population richer, it would help the UK meet its expensive CO2 emissions targets.

Whenever a farmer subjects his crop to inspection by a food buyer, he can react swiftly to any losses by setting up an online sale with a group of alternative customers.

A gotradelive account can be set up in minutes and a sale organized and posted in less time than it takes for an operator to pick up the phone on the DEFRA hotline.

Farmers will already have a variety of potential customers in their address book from buyers at other supermarkets, wholesalers and restaurants. The contact list they invite to bid on the sale can be tailored according to the nature of the consignment they need to move.

Publishing

A new online trading system for SMEs could help newspaper and magazine publishers sell advertising space far more effectively – and at no extra cost.

Using gotradelive, a free business to business trading system aimed at SMEs, publishers could invite advertisers and media buyers to bid for advertising space on their publications as they go to press.

At the end of every publishing cycle, any trade magazine or newspaper faces a last round of frantic phone calls as the magazine is about to be put to bed.

Any magazine or newspaper will have a number of pages devoted to advertising. No matter how successful the magazine is, there will normally be a few pages unsold as the production deadline looms and the page layouts need to be sent to the printer.

It's at this time that the advertising sales team goes into overdrive. They begin to make frantic calls to all their contacts, to see if they can offer them a deal on that unsellable half page horizontal ad that sits opposite the obligatory unfunny column by the last editor's friend.

This is tremendously time consuming. It's a process made deliberately more agonizing by those media buyers in the know, who know they can snap up ad space at a bargain price if they wait until the salesman gets desperate. So they tend not to pick up their phone until the last minute.

Now all that agony for the advertising sales man could be at an end, thanks to gotradelive. By placing details of outstanding ad space on this private trading site, and then inviting select clients to bid for the advertising space, the ad sales man can make the process much more efficient.

They could even auction off all multiple advertising spaces, from different sections of the magazine, without alerting bidders to their desperation. Since gotradelive is a private system that guards the secrets of its traders, the ad manager could invite different clients to bid for advertising space in different sections of the magazine. Invitations to bid for a double page spread could be sent to one set of media buyers, while half page vertical adverts in the news section could sold off to an entirely different demographic of advertisers.

Training Companies and Courses

A new business to business trading system could help training companies cut costs and boost profits by helping them sell the remaining places on their course more efficiently.

Training companies could sell the last few remaining places on their training courses with a new business to business trading system, gotradelive.

By creating an online sale on the system, a trainer could invite a select audience of potential clients to bid for the remaining places.

Any training company usually has a core group of clients that buy its training services. These fill up 80 per cent of any training course, pushing the project into profitability. But the training company could struggle to sell the other 20 per cent of training course places.

As the date of the training course looms, the organizer or a minion is given the thankless task of phoning all the likely candidates who might want this particular type of training and trying to persuade them to sign up for it. It's a particularly unscientific way of working, as taking a training course tends not to be an impulse purchase.

Invariably, attending on a course has to be planned for and candidate's availability often proves a problem. There probably is someone out there, who

would like to attend the course, but it's really pot luck finding them and the odds are against you.

gotradelive's system can automate the process of contacting clients, giving the course organizers a tremendous advantage. They can very efficiently widen their net dramatically, while still being able to keep the status of the sale private, so price differentials are still possible.

"Thanks to gotradelive the seller can make the deals necessary but all the details stay private, nobody knows what anybody else paid for the course," says Keith Collins, chief marketing officer at gotradelive.

Contact

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