2. E-Channel Guide to the DMCP Market Assessment Tool

What is a DMCP?

The Data Management Control Platform (DMCP) is a data and support model for organising inventory, identifying opportunities and measuring success in online marketplaces.

The DMCP incorporates four important stages of E-Commerce new market entry and growth:

1. Inventory Management
2. **Market Assessment**
3. Business Planning
4. Business Growth

These stages need not be completed in order but are used to support a new market plan that is dependent on the position and opportunities for each SME, and once in place, is then monitored and revised during new market entry. A new market can be defined as a distinguishable group of potential customers that might buy a company's products.
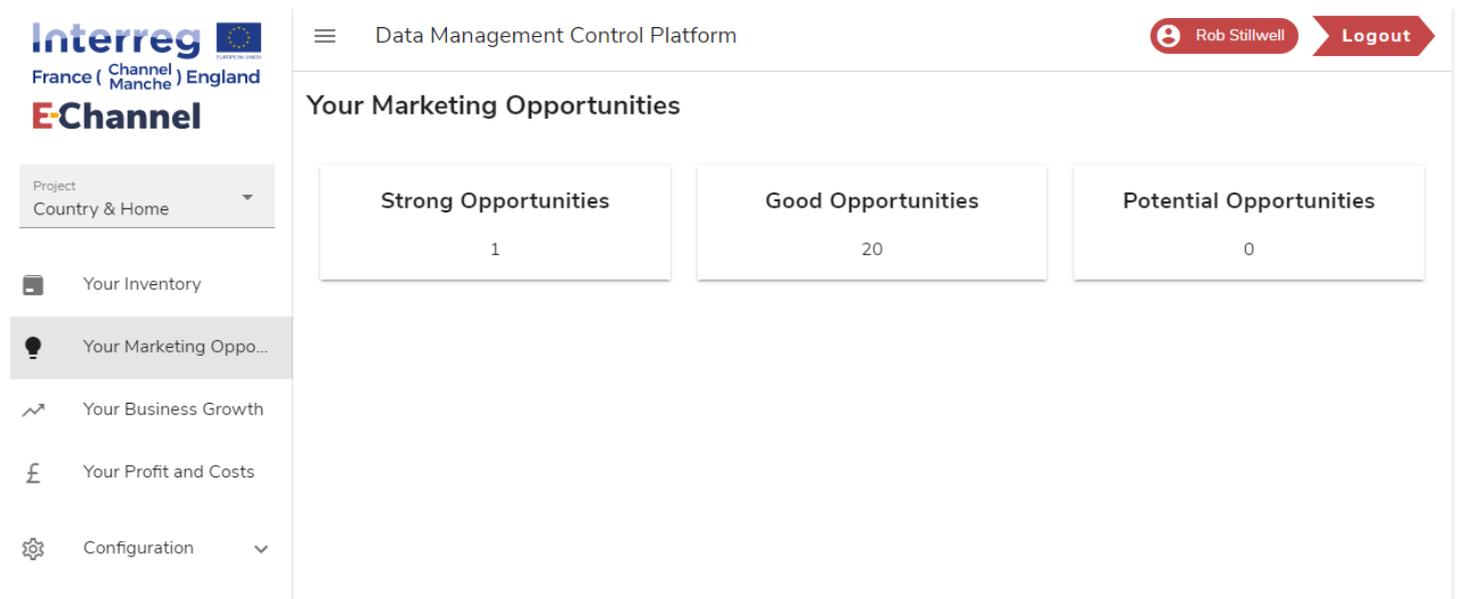
https://dmcp.e-channel.org/

Market Assessment Tool

Our market assessment tool can be utilised to help identify the opportunities available to you based on your current inventory based on stock, orders, views and the run rate. These are grouped into the following categories

- Strong Opportunities - where a product is proven to sell and sales can be achieved / grown with relatively small amounts of work.
- Good Opportunities - less products have sold but the products have good potential, given some investment in improving these products they could achieve good results.
- Potential Opportunities - these products are showing early signs of promise and are worth looking at investing time into to help them sell.

To get to the Marketing Opportunities tab click on the side menu and select your site (under projects). Then click on the "Your Marketing Opportunities" menu button.

You will then be presented with the opportunities available to you. The tool requires a certain amount of data in order to make these recommendations so if there are less results than you hoped this could be why.
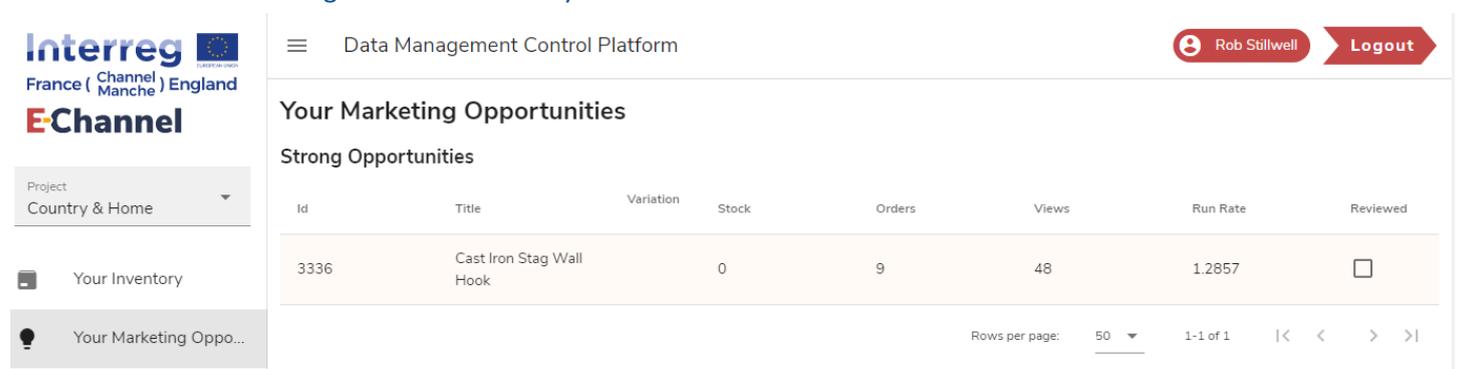

Clicking on one of the 3 opportunity groupings will then take you to a list of any products which the system has identified as being open to potentially more sales.

Here you can see products with some key data related to their sales performance. In the example below you can see that the stock is 0 and that the product has had 48 views and 9 orders. It is clear that this product will sell but not having stock means sales are being lost - this can easily be addressed.

To assist with organising the review of these products there is a checkbox on the right hand side that can be used to check off any products you have already reviewed and addressed issues with.