

## 4. E-Channel Guide to the DMCP Business Growth 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/

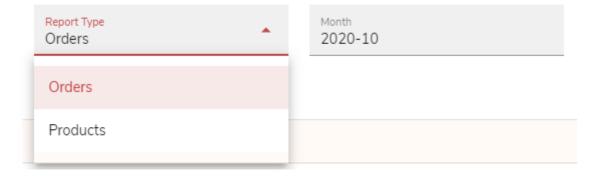
## **Business Growth**

The fourth area of the DMCP looks at business growth via profit and costs. You are able to quickly analyse the profitability of orders and profits depending on the view you chose. When you arrive on the page you can initially see an overview of orders sales and profits.

 Orders
 Sales
 Profit

 238
 £8265.22
 £5708.77

Beneath this is the option to select orders or products view and a dropdown allowing you to select a month.





In order view you can easily see the profitability of each order and then look to identify problematic orders or particularly profitable ones in order to inform your strategies going forward.

ld	Sub Total	Total	Cost	Profit	Date Added
43473	14.94	19.89	4.8	15.09	30/08/2020
43472	83.96	83.96	35.4	48.56	30/08/2020
43471	26.97	30.92	14.99	15.93	30/08/2020
43470	12.95	16.9	7.5	9.4	30/08/2020
43469	14.94	18.89	5.9	12.99	30/08/2020

You are also able to achieve something similar in the product view where a summary of the number of orders, sales and cost and profit is visible along with the profit.

Id	Title ↑	Variation	Orders	Sales	Cost	Profit
19865	Draper Jet Force, Diesel and Kerosene Space Heater (125,000 BTU/36kW)		2	570	499.9	70.1
22337	Draper Jet Force, Propane Space Heater - (102,000 BTU/30kW)		1	143.81	79.95	63.86
26377	Draper 450mm Petrol Chainsaw (45cc)		1	121.43	96.77	24.66
4968	Sealey PK27 Multi-Tool & Twin Blade Knife Set 2pc 15 Function		2	38.22	30.56	7.66