

## 1. E-Channel Guide to the DMCP Inventory Management 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.







## Inventory Management Tool

Once configured and the DMCP has adequate access to the data sources it requires via your shop API you can take advantage of its tools. The Inventory Management Tool helps you to better understand your current inventory and check it's quality score.

To access the Inventory Management Tool go <https://dmcp.e-channel.org/> and login. Using the menu on the left hand side click on **Your Inventory** menu item to view a summary of your inventory and it's quality score.


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-  Your Inventory
-  Your Marketing Oppo...
-  Your Business Growth
-  Your Profit and Costs

Before looking to sell your products in any new markets or channels it's vital that you spend the time to get the quality of your inventory to a good level. This is where our

Inventory Management Tool can help save you time by quickly providing you with a quality score. This is calculated by taking into account a number of factors including stock, title, descriptions, number of active products, image quality and more.

You should use the tool to identify titles, descriptions, images, etc that can be improved. Where possible you should look to get as many relevant keywords into your titles and descriptions and really “sell” the product and help your customers understand why it is so good.

  
 France (Channel Manche) England  
**E-Channel**

☰ Data Management Control Platform

👤 Rob Stilwell Logout

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- 📦 Your Inventory
- 💡 Your Marketing Oppo...
- 📈 Your Business Growth
- £ Your Profit and Costs
- ⚙️ Configuration

### Your Inventory

**Base Inventory Size**  
 566

**Inventory Quality**  
 96%

Id	Title ↑	Variation	Stock	Price	Active	Date Added
301	1st Christmas Personalised Penguin Santa Sack		1	10.99	✓	02/10/2020
511	400th Anniversary Mayflower Commemorative Mug		1	7.99	✗	02/10/2020
512	400th Anniversary Mayflower Commemorative Tote Bag		1	7.99	✗	02/10/2020
225	A right bobby dazzler - Mug Double Sided		1	7.50	✓	02/10/2020
138	Ace Face Cheeky Hearts Mug		100	7.50	✓	02/10/2020
384	Ace Face Cheeky Hearts Tote Bag		1	7.99	✓	02/10/2020
167	Adventure Seeker - Mug		100	7.50	✓	02/10/2020