

3. E-Channel Guide to the DMCP Business Planning 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 Planning Tool

You can access the Business Growth tool by logging into the DMCP and then heading to Your Business Growth on the left hand side.

Once your data has loaded you are presented with a visual summary covering the following data organised by month.

- Total Orders
- Total Sales
- % Change
- Cost
- Profit

Date	Total Orders	Total Sales	% change	Cost	Profit
2020-10	206 	7261.02 	54.41 	2240.93 	5020.09 
2020-09	725 	23512.38 	-11.28 	7124.22 	16388.16 

Then in addition you get a breakdown of the following for each of your sales channels.

- Number of orders
- Value of Sales

Channel 1 Orders	Channel 1 Sales
186 ↘	6658.92 ↘
656 →	21874.59 →
660 →	23004.67 →

By rolling over any of the figures you are also able to see quickly a projection for the month ahead and what was achieved in the previous period.

Profit	Chan
5020.09 ↗	11
Current	£5020.09 6!
Projected	£25100.45 6!
Last	£16388.16 6!

Different Data Views

The default view allows you to see comparisons by:

- Month by month quickly assessing if figures are up down or roughly level vs the previous month.
- Year on year comparisons seeing how this months compares to 12 months previous
- 6 Month - compare this period vs the previous 6 months
- Year - see how you are doing vs the previous year.

In all these views you are able to rollover the figures and quickly view projections.

Your Business Growth

Report Type	Month	Orders	Total Sales
Month	2020-10		
Month			
Month (YoY)		↘	7261.02 ↘
6 Month		→	23512.38 →
Year		→	26503.17 →
2020-07		782 ↘	25815.57 ↘

Your Business Growth

Report Type: Month | Month: 2020-10

Date	Total Orders	Total Sales	% change	Cost	Profit	Channel 1 Orders	Channel 1 Sales	Channel 2 Orders	Channel 2 Sales	Channel 3 Orders	Channel 3 Sales
2020-10	173 ↘	6068.38 ↘	54.86 ↗	1923.89 ↘	4144.49 ↗	154 ↘	5533.56 ↘	13 ↘	420.94 ↘	6 ↘	113.88 ↘
2020-09	725 →	23512.38 →	-11.28 ↘	7085.32 →	16427.06 ↗	656 →	21874.59 →	54 ↘	1361.87 ↘	15 →	275.92 →
2020-08	772 →	26503.17 →	2.66 ↗	8089.46 →	18413.71 ↗	660 →	23004.67 →	99 →	3259.61 →	13 ↗	238.89 ↗
2020-07	782 ↘	25815.57 ↘	-25.97 ↘	7557.21 →	18258.36 ↗	661 ↘	22398.07 ↘	112 →	3297.28 →	9 ↘	120.22 ↘
2020-06	1051 →	34873.82 →	20.06 ↗	9653.17 →	25220.65 ↗	931 →	31296.92 →	107 ↗	3302.78 ↗	13 →	274.12 ↘
2020-05	861 →	29046.25 →	18.24 ↗	7891.13 →	21155.12 ↗	772 →	26856.4 →	73 →	1817.11 →	16 ↗	372.74 ↗
2020-04	765 ↗	24566.4 ↗	58.96 ↗	7056.93 ↗	17509.47 ↗	661 ↗	22158.42 ↗	92 ↗	2204.98 ↗	12 ↘	203 ↘
2020-03	475 →	15454.08 →	6.95 ↗	5173.14 →	10280.94 ↗	402 →	13462.49 →	56 →	1702.79 →	17 ↗	288.8 →
2020-02	471 →	14450.25 →	-4.44 ↘	4842.73 →	9607.52 ↗	386 →	12369.18 →	72 →	1813.99 ↘	13 →	267.08 ↗
2020-01	492 ↘	15121.35 ↘	-82.5 ↘	5062.74 ↘	10058.61 ↗	396 ↘	12457.48 ↘	81 ↘	2474.35 ↘	15 ↘	189.52 ↘
2019-12	2892 ↗	86401.03 ↗	70.93 ↗	29880.11 ↗	56520.92 ↗	2382 ↗	74128.35 ↗	469 ↗	11690.53 ↗	41 ↗	582.15 ↗
2019-11	1614 ↗	50547.62 ↗	129.46 ↗	17680.08 ↗	32867.54 ↗	1361 ↗	44725.16 ↗	229 ↗	5481.9 ↗	24 ↗	340.56 →

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2020-08	772 →	Projected £36410.28	2.66 ↗	8089.46 →	18413.71 ↗
2020-07	782 ↘	Last £23512.38	-25.97 ↘	7557.21 →	18258.36 ↗
2020-06	1051 →	34873.82 →	20.06 ↗	9653.17 →	25220.65 ↗
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