

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 238 | Sales £8265.22 | Profit £5708.77 |
|----------------------|--------------------------|---------------------------|

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

Report Type

Orders ▲

Orders

Products

Month

2020-10

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.

| Id | 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 |