



Accelerate Growth For A Better Tomorrow

How to Combat the
Unknown and Build Towards
a Brighter Future

FEW IMPORTERS TODAY
SUCCESSFULLY MARRY THE
TWO MAIN COMPONENTS
OF A SUCCESSFUL GROWTH
STRATEGY: GOOD PROCESS
AND THE RIGHT
TECHNOLOGY.

The Challenge

A changing world is putting further strain on the global supply chain as international importers struggle to align uncertainty and changing trends with future plans.

Businesses that are looking to expand their efforts further afield must at minimum, already have access to a strong network of suppliers and partners across their supply chain. Expansion into new geographic regions and countries brings not only a wealth of potentially untapped opportunity, but also a range of unforeseen challenges.

Regional sourcing limitations, unreliable networks, limited data, varying consumer needs and habits. Being able to operate within the confines of these limiting parameters would be difficult enough, before you later on top cultural discrepancies, language barriers, and vastly differing process and system expectations. Such challenges can prove limiting for even the most established brands.

The Impact of a Poorly Defined Growth Strategy

While most importers recognise that a 'one-size-fits-all' model can't be applied to every region within an expansion plan, few successfully marry the two main components of a successful growth strategy: good process and the right technology. Focusing on one without the other can jeopardize the entire plan before it has even begun.

With the advent of the digital age has come an influx of technological advancement, however global growth can slow or halt entirely when importers rely on the wrong type of tools and systems to manage the intricacies of the global supply chain.

Without an International Supply Chain (ISC) platform built using cloud-based technology, international importers are likely to experience:

- A slowing in their ability to expand at pace
- Difficulty sourcing and working with new suppliers
- Frustration integrating with partners who operate across varying systems
- Difficulty managing goods across borders

The Root of the Problem

It's safe to say, the primary cause of a bad global growth strategy is the unknown. Traditional ERP platforms alone do not equip importers with the right tools to manage fluctuating demand, outbound flows, or partners who are used to using offline methods to manage inventory, and are not designed to integrate data – an must-have for businesses looking to make smart, agile decisions in new markets.



LOW TO NO VISIBILITY ACROSS THE SUPPLY CHAIN

One of the biggest requirements within supply chains over the past decade has been for a greater consolidated view of global demand. Yet with most importers lacking a view of outbound supply, and managing multiple digital and offline sources of data, the reality for many is an:

- Inability to effectively manage local and regional demand
- Inability to consolidate purchasing

POOR SUPPLY CHAIN RESILIENCY

Today, the reality for most supply chains is poor resiliency to unexpected risk events. With no means to effectively respond and recover from potential disruptions to return to their original state else to grow by moving to a new, more desirable state, this leads to:

- Easy disruption at even the smallest change from the norm
- Difficulty switching strategies when unforeseen events occur
- High costs incurred as a result of low adaptability



THE SOLUTION —————

THANKFULLY, ALL HOPE IS NOT LOST FOR INTERNATIONAL IMPORTERS.

MERCADO'S INTERNATIONAL SUPPLY CHAIN PLATFORM CONNECTS GLOBAL DEMAND WITH GLOBAL SUPPLY, MAKING IT SIMPLE AND EASY TO CONNECT AND ENGAGE WITH SUPPLIERS AND PARTNERS ACROSS REGIONS, AND MANAGE STAKEHOLDERS THROUGH A SINGLE PLATFORM. ALL DATA IS MAINTAINED ELECTRONICALLY, MANAGED IN REAL-TIME, AND STORED IN THE CLOUD.



Implement a flexible, scalable solution that enables new market growth:

- Consolidate communication and document management through a single shared platform across all partners
- Digitize Purchase Orders (POs) to create, change, and ensure the timely and accurate delivery of your inventory to destination
- Handle complex, multi-leg intercontinental flows across regions in real-time
- Identify and report on potential risks that will impact KPIs and agree on rectifying measures

How to accelerate growth towards a brighter future:

1. Plan and manage inventory with greater reliability
2. Connect and engage with partners live and in real-time
3. Improve cross-border management of products and goods
4. Deliver for customers every time and increase profit through sales

The Value Mercado Brings

Mercado offers international importers an integrated plug-and-play model that connects with their existing tools and crucially enables them to meet changing market pressures and demands.

With a cloud-based solution like Mercado, they can:

1

Drive greater cross-regional growth

- Identify and build new partner relationships.
- Improve collaboration and engagement across thousands of miles.

2

Reduce lead times

- Enhancing their ability to react and respond to changing market conditions.
- Decreasing risk as a result of unforeseen changes.

3

Improve and grow brand equity and repeat business

- Achieve faster and more efficient market entry.
- Solidify position as reliable and on-trend brand.

4

Lower administrative costs

- Eliminate manual processes through the digitization of Purchase Orders.
- Equip all relevant parties with read/write access to update orders in real-time.

5

Increase revenue through global growth

- Accelerate new market entry.
- Improve product availability globally.
- Optimize use of inventory to increase margins.



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For more information, please get in touch
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mercadolabs.com