short of creating a fully digital supply network. The future for importers is an Import Management System. Discover 12 reasons why in this handy infographic.

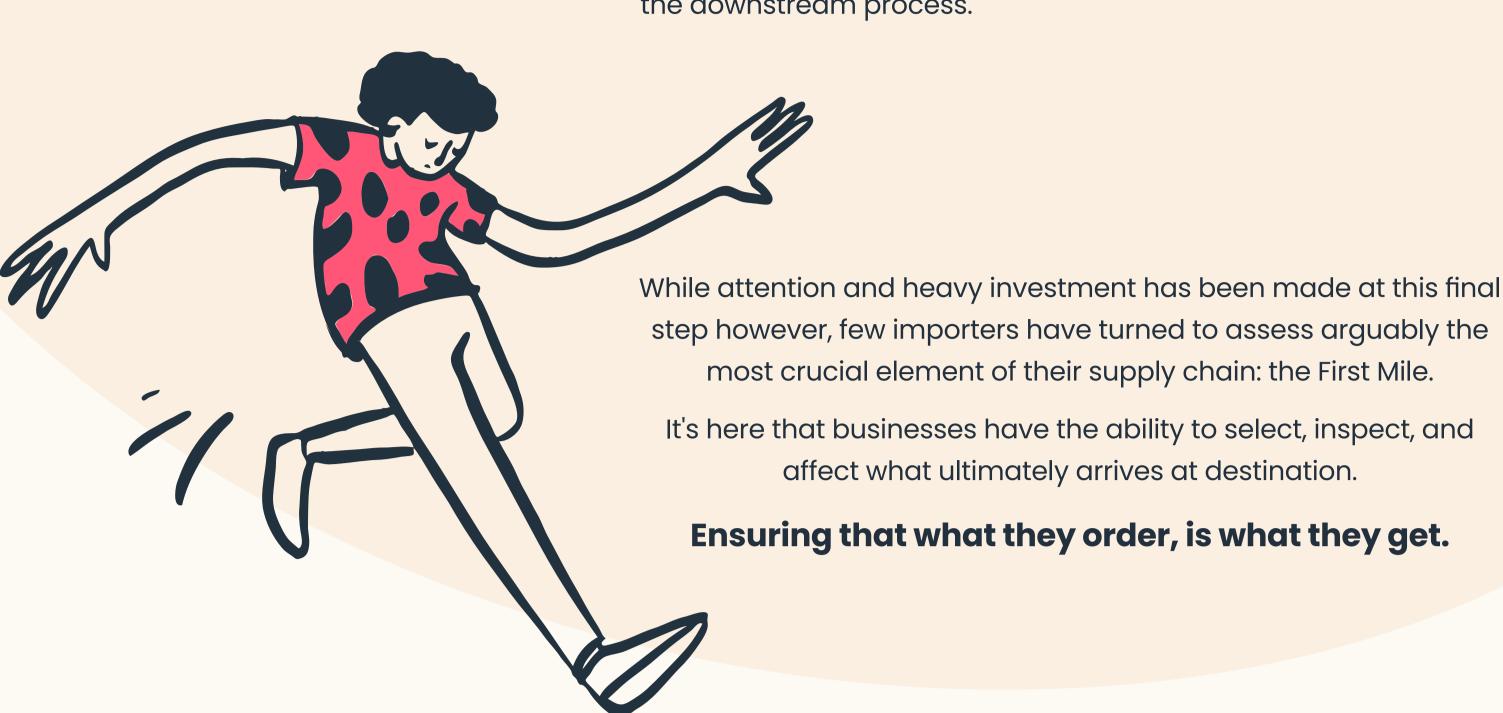
Legacy order-based systems primarily focus on visibility and often fall

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The First Mile paradox & legacy laggards With the explosion of eCommerce has come an influx of disruptors

changing the shape of the Final Mile of the supply chain. Consumer expectation has driven the need for goods to arrive on-demand and in as

little as 24 hours – giving birth to new tools and technologies that have streamlined the downstream process.



business depends on an Import Management System (And Mercado is perfectly poised to help)

The future of your

designed to help businesses rely less on Microsoft Office and email to manage millions of dollars of inventory across their supply chain – from First to Final Mile. Improve your time to market

Mercado is an Import Management System (IMS)

enablement solution.

with the cloud-based Mercado supplier

by connecting your suppliers, partners, and

products. Gaining clarity, control, and confidence

Increase sales by connecting your products with customer demand. Inventory management with complete visibility, analytics, and transparency.



by connecting your teams and partners. helping you to achieve your business goals with a fully

Reduce expenses

connected, predictable, and digital supply chain.

How order visibility unifies your imports, business, and partners

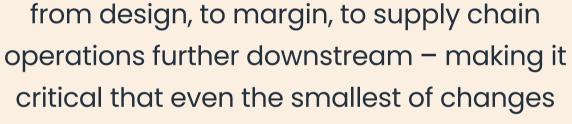


Mercado provides advanced and accurate forecasts to all supply chain partners, optimizing cost and availability.

element of your supply chain. As orders are

placed months in advance of arrival,

Change Management 60% of all orders undergo changes during



production, with an average of 7 changes

per PO. These changes impact everything

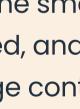
are tagged, tracked, and communicated. Mercado's change control tools ensure changes are documented and all parties are

alerted, every step of the way.

Destination Receiving & Planning From a receiving and planning perspective, the sooner you have accurate and detailed

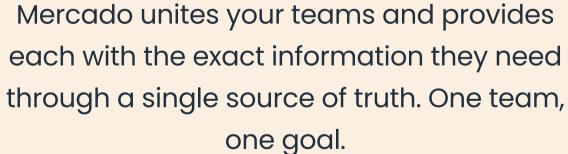
information about the status of your

throughout their journey.



products the more efficiently you can process it and send it to market. Mercado updates your ERP & WMS in real-time, so you know the exact disposition of your products

Common Language & Process One of the biggest challenges for importers is keeping everyone on the same page. Up to 7 departments have a major stake in the



process, each having their own unique

needs and 'language' to communicate.

Event Planning Events are carefully orchestrated to optimize sales for holiday, product launches, and promotions. This 'orchestra' relies on a conductor to keep everyone playing beautiful music together. Mercado performs this role for your imports through



automation, workflow, and process – so your

team doesn't miss a beat.

Equipment Utilization & Optimization A lot of money is wasted due to under utilized or improper equipment, yet this doesn't need to be the reality. The purchase order contains all the information needed to

optimize assets and Mercado ensures this

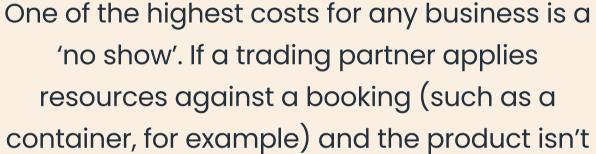
information is easily shared and

continuously updated, so your entire network

can achieve the lowest costs to track and

transport your product.

ready, it costs everyone time and money. Mercado's production monitoring tools



No Shows

ensure everyone is 'in the know'. **Production Status**

Imported products are 'made to order' and

take months to complete. Knowing the exact status of your order improves your ability to support demand, reduce inventory, and reduce expense. Mercado's production

control tools track your product at every critical stage - from sample to booked and alert you if anything is not going

Customs Clearance Delays in clearing your goods can cost

significant time and money. Most processes

businesses rely on today are paper intensive

and highly susceptible to errors. The

Mercado IMS automates this by validating

and digitizing the information at inception,

sending it electronically to your broker

thereby eliminating the need for paper and

manual intervention.

according to plan.

Demand Planning

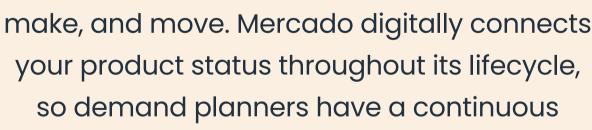
With the rise of eCommerce, customer

demand never sleeps as product orders can

be placed 24/7 with an ever-increasing

expectation that they will arrive within hours.

In reality, products take months to plan,



pulse on the status.

Lead Time Up to 75% of a product's lead time is due to custom manufacturing. If anything goes wrong during that time - including production delays, quality issues, and

improving communication, control, and confidence that your products will be produced in the most efficient and timely

manner.

miscommunication – it can dramatically

increase your overall lead time. Mercado

digitally connects you with your suppliers,

Network Compliance Up to 12 business entities are involved in getting product to market, with each playing a critical role in sourcing, inspecting, manufacturing, transporting, or clearing your goods. Mercado connects all of these entities to create a single, digital supply network. Keeping all parties in the know and in compliance with your standards and

requirements.

Get started with Mercado Discover how to transform your supply chain and build true order

> Book a 1:1 slot with the Mercado team mercadolabs.com/demo

visibility into the heart of your business today.



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