

# ENDEAVOUR MARKETPLACE



[www.endeavourmarketplace.com.au](http://www.endeavourmarketplace.com.au)

# Australians are highly connected consumers.

**20.1m**

Australians  
Online  
Sept 2017

**70%**

Active daily  
on  
Smartphone  
devices



**\$23bn**

Online Retail  
Australia  
2017

**7**

devices on average per household

**18HRS**

on average spent surfing each week

**63%**

actively engaged with social networks

**65%**

of Australians purchase online

**10TH**

largest ecommerce market in the world

**10.4%**

Growth in sales compared to 3% physical stores

With online playing a key role in purchase path

**76%**

Of all shopping  
trips begin online

**18%**

Shopping online  
more than last year

**71%**

Product searches  
start on retail sites

**77%**

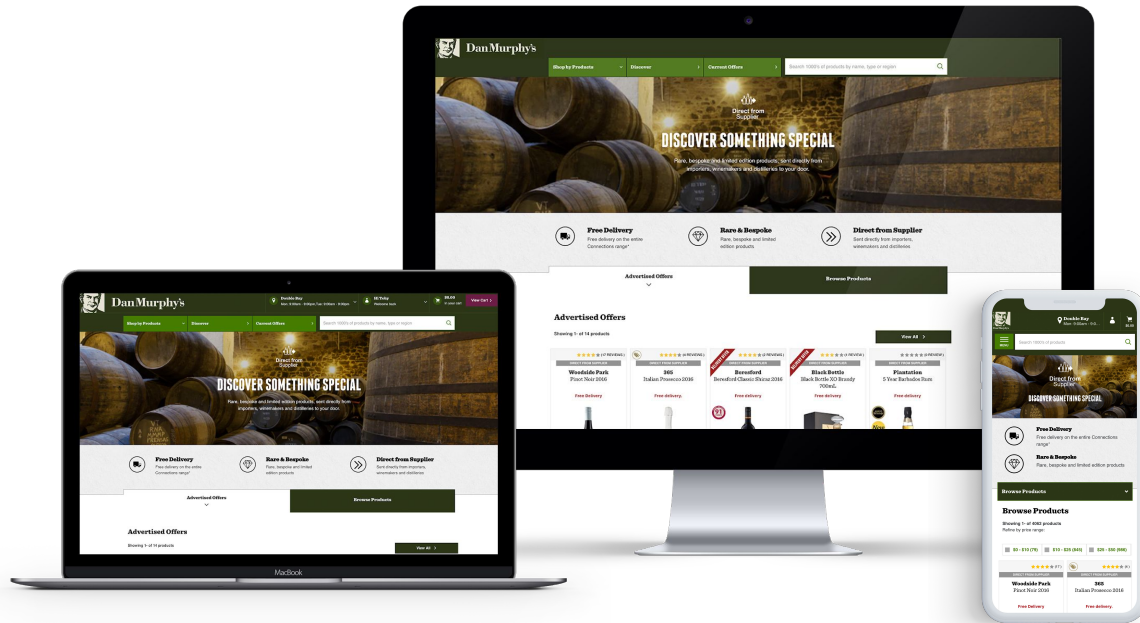
Retail sales influenced  
by digital

Source: NAB Online Sales Index, Nielsen Digital Landscape Report sept 2017, IRI Connected consumer research 2017

Customers are telling us they want more choice and a range that is personalised for them.

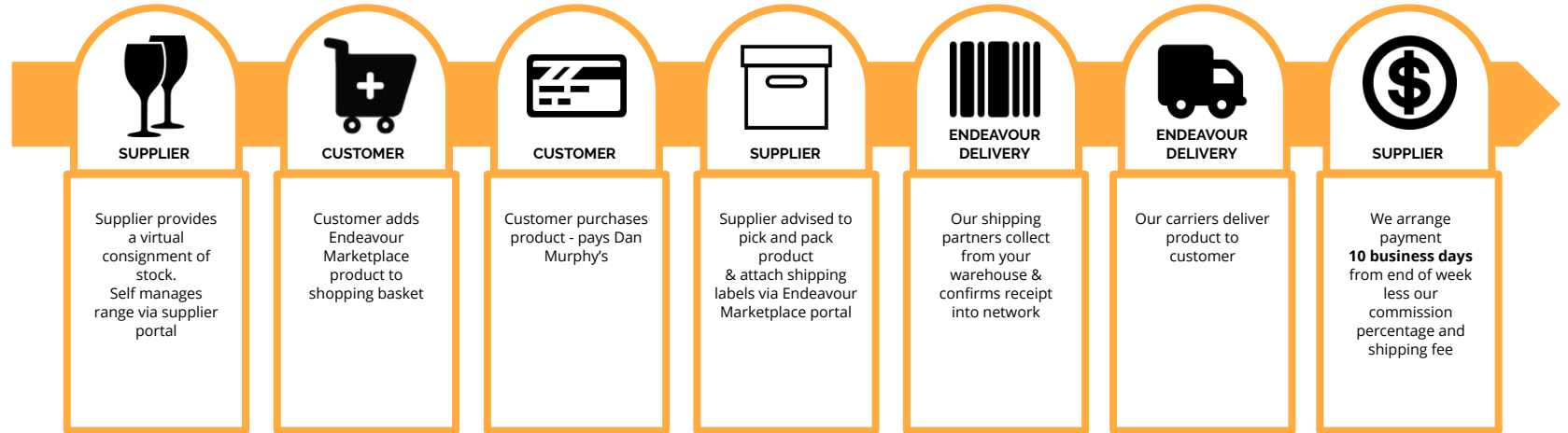


Through Endeavour Marketplace you can showcase your entire product range through Dan Murphy's, allowing customers to browse an 'endless aisle'.

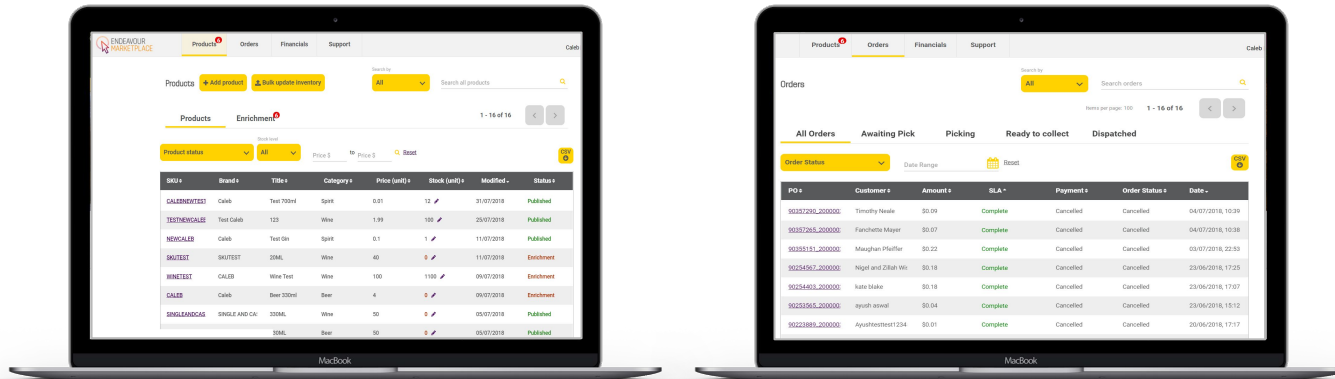


[www.danmurphys.com.au/direct-from-supplier](http://www.danmurphys.com.au/direct-from-supplier)

# We use a 'drop ship model' to extend your range on Dan Murphy's



Our Supplier Portal will provide you with rich tools to manage your Endeavour Marketplace orders.



You and your range can be online within days...

# Analytics to help you improve sales and the customer journey.



Customer and sales insights to help you sell more and sell better...

We will promote your products through our various Marketing channels & give you all the tools to promote through your own channels too.

Celebrate World Tequila Day  
WITH MEZCAL  
Tuesday 24 July 2023

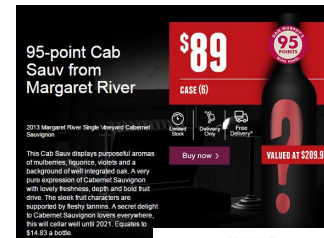
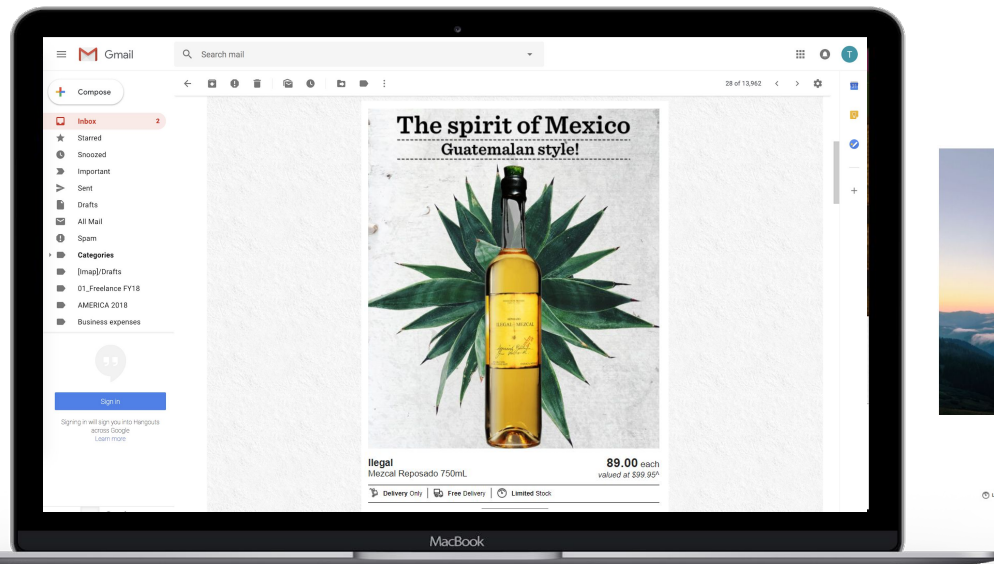


Mezcal Eterno  
Añejo  
**71.95**  
each  
Valued at \$99.95  
FREE DELIVERY DELIVERY ONLY

LUSCIOUSNESS FROM THE  
LIMESTONE COAST



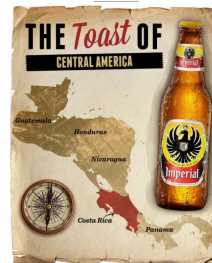
Monterra  
Limestone Coast Shiraz 2016  
**85.00**  
each 107  
Valued at \$167.86  
FREE DELIVERY DELIVERY ONLY



Spring Hill Wine  
Eliza's Riesling 2017  
**150**  
each 127  
Valued at \$200.55  
LIMITED STOCK FREE DELIVERY DELIVERY ONLY



Red Duck  
1851 Golden Ale 330mL  
**69.90**



Imperial La Cerveza Da Costa Rica Beer —  
\$49.95 each 1245, valued at \$59.98 each 245  
FREE DELIVERY DELIVERY ONLY



## The key benefits to our Endeavour Marketplace partners.

1

Extended customer reach with the number 1 liquor site and over 50% of liquor traffic in Australia

2

Improved Google search for products due to our significant investment in SEO (search engine optimisation)

3

Rapid product onboarding via supplier portal

4

Expedited supplier payment – 10 working days

5

Opportunities for in-store ranging for best performing products

6

Flat rate shipping Australia-wide

# Supplier Key Terms of Trade.

## COMMERCIAL MODEL

- Consignment model: applied as a percentage on the full retail price (excluding GST) sold to customers.
- Commission percentage: Category specific, to be discussed with Business Manager at set up stage.
- Supplier hosting fee – free.
- Freight will be charged at a flat per box rate - metro charge \$6.50, Regional \$8.50 (pick up/drop off from suppliers nominated address).

## PRICE & PRODUCT

- Lowest Liquor Price Guarantee applies to entire Dan Murphy's Range.
- Supplier to provide a suggested RRP to Endeavour Marketplace - as guide for price upload.
- Endeavour Marketplace team price check & manage retail price / adjust if required. Supplier will receive notification of change in price via the supplier portal.
- Margin return to suppliers may vary, as Endeavour Marketplace commission is calculated as a percentage on the final sell price to the customer, which may vary from time to time.
- Supplier managed inventory.

For more information, watch the below video:





To get started head to  
[endeavourmarketplace.com.au](https://endeavourmarketplace.com.au)

Contact us at [partner@endeavourmarketplace.com.au](mailto:partner@endeavourmarketplace.com.au)