

Welcome to IF Consulting's e-Newsletter

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Our regular email tackles the topical issues that surround all marketing channels and their underlying strategies.

Fast rise for QuickDrop

QuickDrop International, the company the eBay drop-off store concept in the US, announced last month that total eBay sales have surpassed \$10 million since it first opened for business. Since it opened its first franchised eBay drop-off store in August 2003, QuickDrop has expanded to 80 stores across the US and also has locations in Australia, Canada and China.

The concept behind QuickDrop is simple; the retail stores are a channel through which clients and businesses can sell items on eBay. Items are dropped off and QuickDrop takes care of the photography, copywriting and uploading. Upon selling the item, QuickDrop packs and ships it to the buyer and pays the client directly after taking a commission.

"We've successfully completed 95,000 auctions for our customers on eBay and had over 27 million page views on our auctions," says Michael Banks, President of QuickDrop. "eBay's appetite for unwanted items from homes and businesses is insatiable."

<http://biz.yahoo.com/prnews/051003/lam098.html?.v=21>

IF Comment

In the early stages of the dot-com boom, the savvier analysts were advising not to invest in the next e-tailer, but rather to their service providers. One of the most common examples at the time was the courier/delivery sector, with major players such as FedEx and UPS. And they did indeed enjoy major gains in real revenues by providing real services.

The QuickDrop approach builds upon this principle. QuickDrop picked a dot-com that survived and continues to thrive, and indeed is on the way to becoming a cultural touchstone.

In addition to delivery services, QuickDrop provides product information, basic sales assistance, and transaction processing. More than a service provider, QuickDrop is becoming a true channel partner of eBay.

Snippets

Vodafone UK has installed two vending machines in the city of Manchester, allowing customers to buy a phone in an 'emergency', or if they simply wish to avoid dealing with a sales assistant. The mobile phone company wants its "Quickphone" kiosks, which offer three different phones, to extend across the UK.

http://www.channelregister.co.uk/2005/10/27/mobile_vending_machine/



Marketing Channel
Strategy Consultants
Maximizing shareholder value
through creating the best route
to market

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In a backlash against disloyalty, Australia retailing giant Harvey Norman has ordered the removal of Netgear products from their stores after store management found out that Netgear had won a major contract with a major competitor.

<http://www.smartofficeneews.com.au/Computing/Industry?article=/Computing/Industry/News/S6U4J6D7>

Fast-food giant Burger King has severed relations with its US franchisee organization – the National Franchisee Association (NFA). Burger King claims that although it is "clearly pro-NFA," the organization has failed to publicly back some of the company's marketing campaigns and promotional initiatives.

http://www.cattlenetwork.com/Retail_Content.asp?contentid=11901

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<http://www.i-f.com>