

Title (en)

METHOD AND APPARATUS FOR MANAGING MULTIPLE ON-LINE VENDORS THROUGH A REVERSE FRANCHISE

Title (de)

VERFAHREN UND APPARAT ZUR GLEICHZEITIGEN VERWALTUNG VON MEHREREN ONLINE VERKÄUFERN MITTELS EINER INVERTIERTEN VERKAUFSSKONZESSION

Title (fr)

PROCEDE ET APPAREIL DE GESTION EN LIGNE PAR FRANCHISE INVERSE DE PLUSIEURS VENDEURS

Publication

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Application

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Abstract (en)

[origin: WO0065512A1] A system for managing (16) a plurality of on-line vendors is provided that permits the vendors to share a common fulfillment/distribution site. In one embodiment, products supplied by the fulfillment site, as well as the interface to the fulfillment site are generic, stripped of any identifying indicia. A session identifier, or similar means, is used to correlate a purchase transaction with the vendor that originated the purchase. Product shipment may also be devoid of any identifying indicia, or it may be customized to an individual vendor. In a preferred embodiment, the fulfillment site includes a management software program which tracks orders and revenue generated therewith. After subtracting a fee for operation of the on-line system, each vendor is awarded a profit allocation based upon a predetermined percentage of sales from the corresponding vendor.

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