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Logistics market size, market segmentation and outsourcing rates. Analysis of past market performance along with 5-yr forecast growth trends for contract logistics markets in five key sectors. Identify leading 3PLs and benchmark margins, financial, operational and service indicators.

Buy-Force Goes B2C

22 February 2011

Evolution of returns processing, refurbishment and remarketing services offered to clients

iForce, the UK-based outsourced logistics operator, is developing its Buy-force website further so as to be an effective B2C (Business to Consumer) platform for the sale of individual refurbished returns, as well as end of line and excess stock for new clients and iForce's existing partners.

Since 2008, the Buy-force B2B (Business to Business) auction web site has been providing onward sales for iForce's existing clients and finding disposal paths for tranches of stock by the pallet, in excess of 400 a week, whether they be unrefurbished, end of line or retailers' excess.

Buy-force's current customer base is predominantly wholesale but with the site transforming into a B2C direct selling channel, supported by iForce's efulfilment operations, the Company expects significant growth in B2C traffic. In addition, the platform will sell through eBay and Amazon.

iForce is currently in the process of establishing its own direct outlet with one of its existing clients and will manage the e-fulfilment element of this. This undisclosed client will gain a 'shop window' on the Buy-force site. Expecting significant growth in this activity iForce plans to develop a 'shopping mall' of client shop windows on the site.

Using this service, retailers and manufacturers can gain from extending the sales life of products even after they have been replaced by new models, whether it's down to features or price.

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