

# Business to Business Strategy

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Jumbomall.com Corporation Ltd (Jumbomall) has announced its Business to Business (B2B) strategy called "Jumbolink".

The Jumbomall is in a unique position to offer leading B2B solutions by leveraging off its established Business to Consumer (B2C) infrastructure.

The Jumbolink strategy is designed to attack low efficiency paper based industries by using existing intellectual property and proprietary software to offer web based alternatives for ordering and procurement.

The increased efficiencies result in lower costs to businesses and form a basis for additional revenue streams for the Jumbomall.

B2B e-commerce refers to online buying and selling of goods between businesses as opposed to customers.

The Jumbomall directors believe the B2B e-commerce market represents an important opportunity to gain a "first mover advantage" in a similar way the Jumbomall used its first mover advantage to gain rapid market share in the B2C market.

The Jumbolink strategy involves 3 main components:

- \* enhance existing ordering, payment and delivery software systems to better handle industry-specific requirements
- \* construct vertical market web sites designed to bring buyers and sellers together for a particular industry
- \* attract partnerships with leading industry players to provide industry specific knowledge and customer base

The chief executive officer of Jumbomall, Mr Mike Veverka, said work has begun on identifying industries with the potential for the Jumbomall service to be most effective.

"We look for businesses that demonstrate high process inefficiencies, market size and suitability for internet-based commerce," Mr Veverka said.

"Like the Jumbomall, the Jumbomall strategy is designed to take advantage of both domestic and international markets.

"Companies in the USA spend over US\$1.4 trillion per year on operating

resources (non production goods).

"This is an example of the size of the opportunities available to us in the B2B industry," Mr Veverka said.

Jumbomall is currently one of the world's largest online shopping malls, with more than 3000 stores across 50 countries.

The company has offices in San Jose, USA, Australia and Germany and is listed on the Berlin stock exchange (code JUB) in addition to the ASX (code JUM).

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