



eCommerce Supplier Guide

Product Requirements & Content

MIGHTY HELPFUL
MITRE 10

HOME
Hardware

Independent
Hardware Group®
Mitre 10 • Home Timber & Hardware • Thrifty-Link • True Value Hardware

Introduction

Independent Hardware Group's eCommerce sites allow consumers to shop an extensive range of products, across hundreds of brands. Consumers have the ability to select from either our in-store collection or delivery services from over 500 stores across Australia. Our eCommerce sites provide an additional stream of sales and drives foot fall in to stores making it mutually beneficial for all involved.

We have two websites, mitre10.com.au and homehardware.com.au, that facilitate orders to all stores across our network.

We are continuing to see record sales growth each month, with an average of 1 million unique visits per month, with the addition of online sale campaigns, social media and our 1.2M Loyalty Members.

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How it works

Customer Orders

When a customer places an order on one of our eCommerce platforms, and payment has been confirmed, an email confirmation is sent to the customer with order details.

Once the customer's order has been finalized, the order will be allocated to the nominated store / or closest store to complete the order. The store will receive a copy of the order via email. It will contain the customer contact details, the product(s) ordered, and the amount paid.

At the same time, a Warehouse or Chargeback order will be raised on behalf of the store for the product(s) and quantity ordered by the customer. The store is able to cancel these orders if they have stock in the store and additional stock is not required.

Please note: stores will have a minimum of 8 business hours to cancel their order, up to 5pm AEST. Business hours are classed as 9.00am to 5.00pm AEST, Monday to Friday.

Once the holding window has closed, either Warehouse or Chargeback orders are raised.

If the order is cancelled, it is removed from the order queue.

Supplier Orders

Chargeback Product Ranges:

Orders are sent to your nominated email account as provided to the Category Manager at the time of your vendor setup. Online orders need to be processed immediately – we recommend having your online orders sent directly to your customer service or sales teams to be entered. eCommerce orders are identifiable via a CNC prefix at the front of the order number.

It is a requirement of all chargeback orders that they be supplied to stores as FIS delivery, minimum order quantity of 1 unit only and are dispatched within 2 business days of the order being raised.

The supplier is responsible for providing Independent Hardware Group with current stock availability to ensure a positive customer experience. This is completed via weekly email stock updates.

If for any reason you are unable to fulfil the order, please contact the Hub on 1300 880 440 immediately and advise them of the available replacement/substitution.


Here is an example of a chargeback order:

IHG CNC Purchase Order

ATT: Orders Department

Phone:

Email:



[Home](#)
[Tools & Hardware](#)
[Bulky Link](#)
[Buy Your Hardware](#)

Store Number	Store Name	Street Name	City	State	Post code	Store Reference Number	APN	Supplier Product Code	Product Description	Unit Cost ex.GST	Quantity Ordered
232500	HENDRA HARDWARE TRUE	23 Zilman Road	HENDRA	QLD	4011	CNC100544714					1
59243	FARINOSI SONS PTY	Lot 1107 Mooligunn Road	KARRATHA	WA	6714	CNC100545161					1

Warehouse Product Ranges:

Orders will be managed internally by Independent Hardware Group as normal.

Returns – Chargeback

If the consumer receives the product and there is a discrepancy between what was advertised online and what has been received, the store MUST be able to return the product to the supplier if the product is in its original condition.

For faulty items the store will follow the supplier's current returns policy.

Returns – Warehouse

The store will follow the internal DC Claim procedure.

Inventory

Out of Stock – Chargeback:

Inventory checks are required on a weekly basis via email stock updates. If any products on the website are out of stock or deleted the Digital Content team must be notified via this process. If an order is placed for a deleted or out of stock product, where the supplier has failed to notify us, it is our expectation that the supplier will provide a substitute or replacement of equal or greater value.

Out of Stock – Warehouse

Warehouse stock management will be handled by the Digital Content team, Inventory and the Hub.

How to get started?

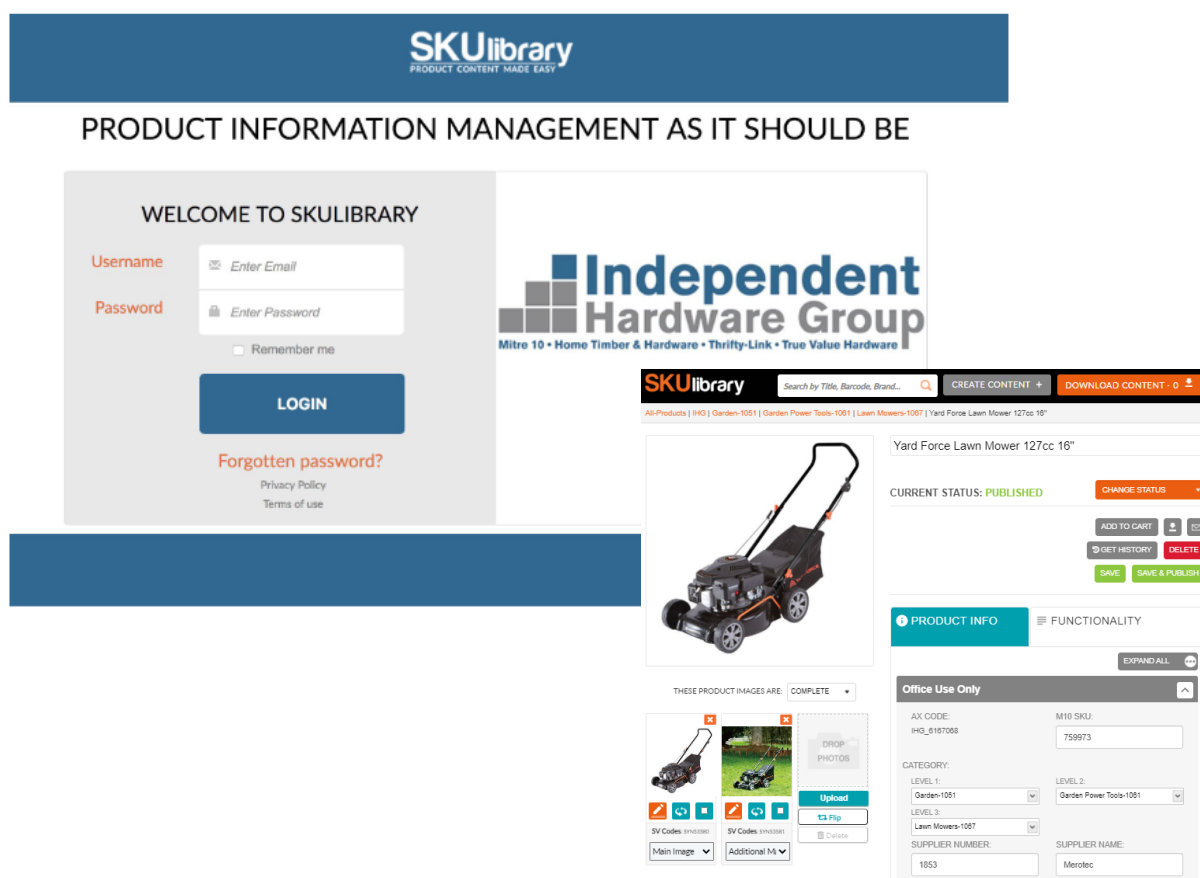
With consumers increasingly using digital channels to research and purchase products, IHG remains committed to our consumer-led, digital strategy and are investing significantly to upgrade our digital processes and capabilities.

IHG have engaged SKUVantage to be our platform for holding product content for our websites. SKUVantage has an easy to use platform (SKUlibrary) for uploading content and will provide you with simple guidelines to make it easy to deliver product content to us in the appropriate format.

This online portal makes it easier for our suppliers to keep their product information up to date and drive more sales, both online and in store.

SKUlibrary is the only way to upload and manage content on the Mitre 10 and Home Hardware websites. We will not be able to manage or feature products online for those that choose not to gain access to this portal.

Access to SKULibrary can be gained by agreement to an annual surcharge. Contact your Category Manager today for further information.



Next Steps

Product Eligibility

For a product to be eligible for online ranging, it must meet the following criteria:

IHG Distribution Centre ranging:

Stocked in IHG DC locations and able to be sent to stores as a single unit (excludes fragile or small items). Check with your Category team for your DC ranging eligibility.

Supplier Charge Back supply:

FIS delivery with no minimum order value, Australia wide.

Minimum order quantity of 1 unit, Australia wide.

Discuss products that meet the above criteria with your Category Manager for the item to be made available in the online portal, SKULibrary.

Product Content

All product content is submitted via the SKULibrary portal, there are user guides available via SKULibrary > Help & FAQs and also an online chat service for any questions you have when completing content.

All products submitted for online ranging are added to SKULibrary with a status of Awaiting Content and will move to In Progress while you are editing the product.

Once all mandatory fields are completed and content provided, you save & submit the product for approval by IHG. Once approved, your product status will change to Published and will appear on our websites within a 24 hour period.

Product Approval Process

The IHG Digital Content team will review each line to make sure it adheres to the standard of information required. If there is not enough information for a consumer to make a purchase decision or the images are not of the standard required this process will take some time to complete and may involve the product being rejected and sent back to the supplier with details of what further action is required. If there is an urgent update required, please reach out to the team to have it updated. The IHG Digital Content team will engage with you via email or the SKULibrary portal if further information is required or if at any time a review of your product range is required.

Product Maintenance

Data accuracy is key in product content and is the responsibility of the supplier to ensure the information provided is correct and provides consumers with sufficient information to feel confident in making a purchase.

Data maintenance includes deletions, any updates required due to a change in the way the product appears or operates, as well as any product identifier changes.

Product Content Requirements

The product page is a key page in the user journey, many consumers decide whether they want to buy the product or leave the site while they are on the product page. They evaluate the suitability of the product to their specific needs based on the information and images provided.

Do not Copy and Paste Descriptions from other websites as it will get picked up by Search Engines and will deprioritise your products.

The content needs to accurately and simply highlight all product features and benefits. Make it unique and make sure all descriptions are consistent. The objective is to tell the user what the product is, how it is used and why it should be purchased over something else.

Points to consider when creating product descriptions:

- Does the product title describe the product accurately? Include important traits such as brand, item type, colour, size etc.
- Focus on your ideal buyer. Consider how you would speak to your ideal buyer if you were selling product in store, face-to-face.
- What is the product intended for? Which problems, glitches, and hassles does your product help solve?
- How does the product work? Highlight the benefits of each feature.
- What sets it apart? Be as specific as possible.
- Why should customers purchase your product over others? Avoid generalizing with “excellent product quality”, describe the technical detail plus its benefits.
- Can the product content be understood by a general consumer?
- Ensure there are no unnecessary abbreviations that do not mean anything to a consumer.
- All Product Videos and images must not show competing retail stores.
- Images must not have any watermarks or separate call outs

Within SKULibrary, each attribute field contains a Tool Tip to further assist with populating the required field. These Tool Tips provide information on the product content requirements and will appear when hovering over the attribute field.

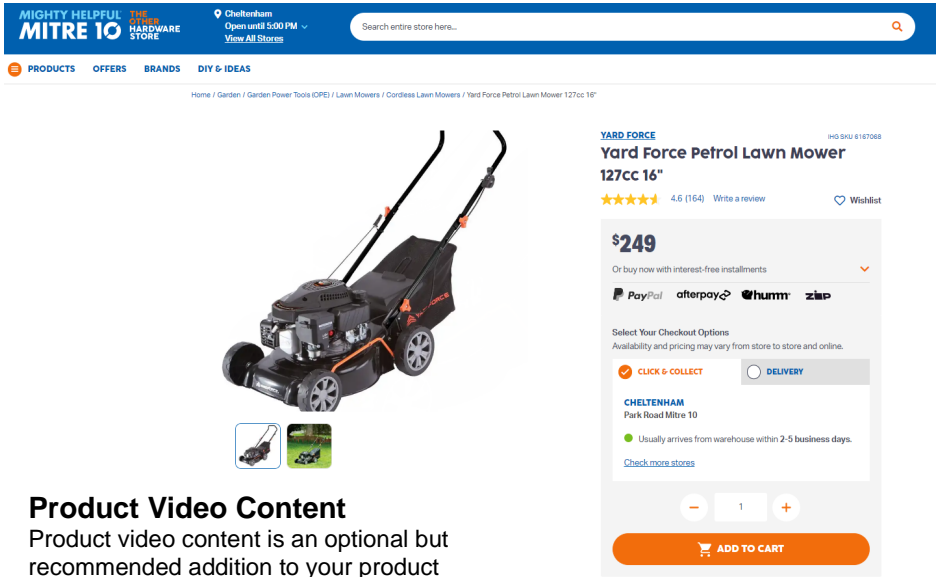
The below detail provides an example and tool tips of how the product will appear once completed.

Website Heading

This is a mandatory field. Product Description must be as it appears on the actual product in order of: Brand, Product, Type / Colour, Size / Weight. eg. Technika Gas Cooktop 5 Burner 60cm. Descriptions must be formatted as Case Sensitive.

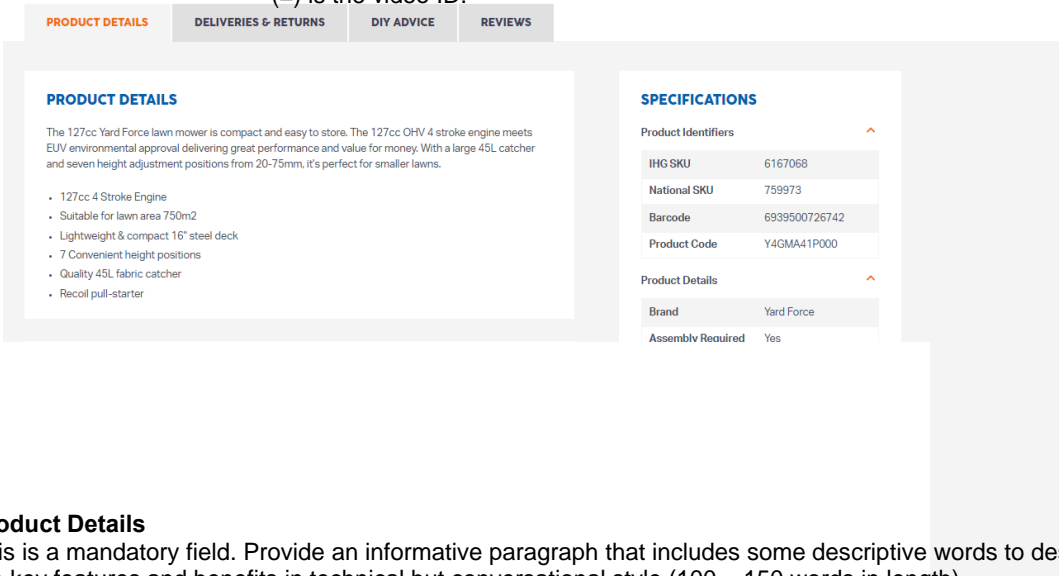
Product Images

This is a mandatory field. Images must be a minimum of 1000px in height and width, JPG and RGB format. Product images help to form a first impression of your product. Provide well-lit, high quality contour images. It is advisable to include lifestyle images as secondary images. An ideal number of images is around 4 – 8 with a lower priced item requiring less images



Product Video Content

Product video content is an optional but recommended addition to your product content. This can be provided within SKULibrary and will be displayed as a secondary image within the image carousel. Video files will only be accepted as a YouTube Video ID. Refer to URL of video link, the combination of numbers and letters after an equal sign (=) is the video ID.



Product Details

This is a mandatory field. Provide an informative paragraph that includes some descriptive words to describe the key features and benefits in technical but conversational style (100 – 150 words in length). Addressing the following information: Your ideal buyer, include what the product is intended for – which problems, glitches, and hassles does your product help solve? Highlight the benefits of each feature - characteristics of your product that describes its appearance (colour, material), components (includes x, y, z), and capabilities (should include recommended uses). Consider why a consumer should purchase this product over another, be specific. In addition to the descriptive paragraph, provide 4 – 10 bullet points of the key features / specifications. These should be succinct, non-descriptive, technical but able to be understood by a non-expert.

Product Retail and Payment Methods

This detail is set by IHG during the product set up stages. These are not editable fields.

Specifications

All Product Specifications will be highlighted to customers to they can make an informed decision on their purchase. The more information provided in SKULibrary, the more likely the customer will purchase. These specifications are also used in Search Results and in Page Filters.

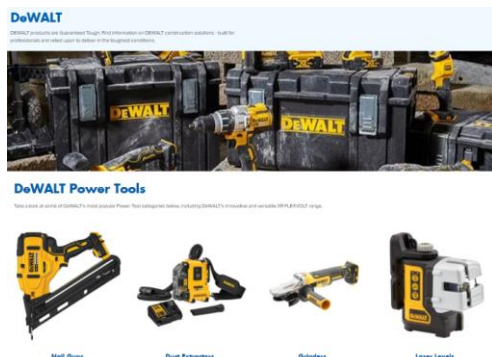
Fill out as much as possible to educate your customers.

More on what we offer

- **Dedicated Product Content team** to assist you with optimizing the online user experience. Contact a member of the Digital Content Team to discuss how we can work together to enhance your brand and range exposure online.

- Development of trending **range category landing pages** to enhance the shopping experience.

Development of category pages are at the discretion of IHG, you may be contacted to feature your brand as part of our range feature.



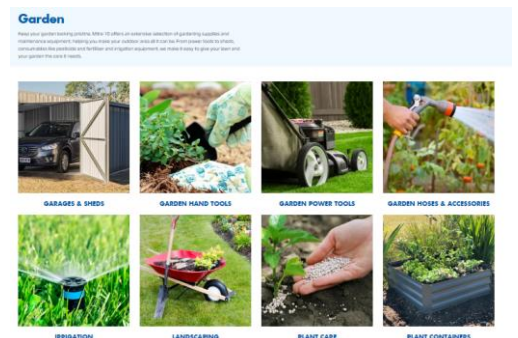
- Opportunity to participate in **Online Exclusive sales events** throughout the year.

IHG have a number of online exclusive sale events throughout the year, such as Easter Clearance, Black Friday and Boxing Day to name a few. Be sure to present your product offer if you feel you have an unmissable opportunity.

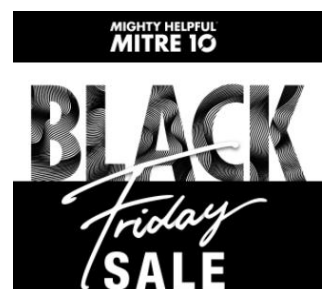


- We also have the ability to **make your website shoppable** by adding a “Buy it Now” functionality that will take the consumer from your product page to our website, allowing the consumer to purchase.

Pending acceptance of a signed DA, we can supply your business with product data feed that includes direct links to your products on our websites.



- Creation of **brand landing pages**, giving consumers the opportunity to learn more and engage with your brand. Our dedicated Digital Marketing team will work with your business to build an effective brand landing page that best represents your brand objectives and range on offer.



- **Bespoke Online Events.** Promote your product range via a consumer competition, redemption, price reductions or even DIY videos to engage the customer with your brand.

*The above programs are subject to change and may incur additional costs to participate, contact your Category Team for the most up to date information on what is available now.

All product ranging and online promotions must first be approved by your Category Manager before confirming participation.

