

New B2B marketplace model disrupts UK food & drink sector



The Sector

The UK food and drink industry has a turnover of more than £104bn per year*. Like many long-established industries, the supply chain model of the food, drink and beverage industry is ripe for disruption and disintermediation of legacy players.

For many years, UK pubs, restaurants and off-licenses have depended on distributors or wholesalers to access supplies from major brands such as Diageo, Coca-Cola, Heineken and Budweiser Group. Wholesalers tend to leverage their volume to make it difficult for these brands to sell directly at a reasonable margin. The processes used within the industry's supply chain tend to be manual and offline with sales largely taking place over the phone.

The Challenge

The ability of the legacy third-party wholesalers to offer a line of credit to the pubs, restaurants and off-licenses is key to maintaining their position in the supply chain. The major food and drink manufacturing brands do not offer a line of credit or payment terms, making it impractical for pubs and restaurants to buy directly from them.

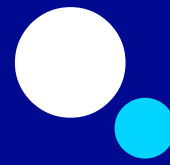
To fully disintermediate those legacy third parties, our client needed to offer a line of credit to make its marketplace a practical solution for pubs and restaurants. But as licensed agent, they were legally unable to offer credit as part of an 'in house' service.

The Client

Our client was looking to launch a B2B marketplace to disrupt the UK food, drink and beverage industry underpinned by a new technology platform and embedded payment services.

The Solution

Through TreviPay, the client is now able offer its own customers an instant line of trade credit. UK pubs, restaurants, hotels and the 'on-trade' can now pay for goods ordered through the marketplace using agreed payment terms.



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The Benefits

- **Achieving a strategic goal**

The client can now offer its customers payment terms with no risk to its status as a licenced agent, making its disruptive B2B marketplace model possible.

- **A fully digital customer experience**

The customer experience is efficient, fast and in step with the needs of a brand new digital marketplace. The client's customers are credit checked by TreviPay as part of an entirely digital process with real-time decision-making.

- **Protected licence**

The entire credit checking and underwriting service as well as collections is managed by TreviPay so the client's licenced status is completely protected.

- **Instant purchasing power**

Successful customers are instantly underwritten by TreviPay and can begin using their assigned credit line immediately.

- **No collections worries**

If the client's customers default on their payment, the client still gets paid while TreviPay takes care of the debt collection.

- **Ready to go and expand**

With the strong growth of B2B marketplaces globally, the client is looking ahead to rolling out its platform to additional countries. The TreviPay solution supports clients in 27 countries and 18 currencies and can be tailored to meet the needs of bi or tri party arrangement from sole traders to multinational corporations.

- **Easy integration**

The client's IT team reported that the TreviPay APIs were very quick and easy to integrate with launch of their solution taking place a week ahead of schedule.

Summary

The ability to offer buyers a line of trade credit can be a differentiating ingredient in the success of a B2B marketplace. Buyers can purchase the goods and services they need while preserving valuable working capital, which is especially useful to support the drink and beverage industry in unpredictable trading times.

Unlike credit or corporate cards, the line of credit offered is for exclusive use at the specific marketplace so helps build loyalty and encourage repeat business. And because the trade credit is underwritten by TreviPay, the marketplace owner never needs to chase late payments or bad debts.

TreviPay is facilitating process innovation that delivers a seamless customer payment experience and competitive advantage for B2B marketplaces.



Seamless Check-out Experience



Instant Trade Credit Solutions



Predictable Cash Flow



Scalable for Future Growth



About TreviPay

At TreviPay, we believe loyalty begins at the payment. Thousands of sellers use our global B2B payments and invoicing network to provide choice and convenience to buyers, open new markets and automate accounts receivables. With integrations to top eCommerce and ERP solutions and flexible trade credit options, TreviPay brings 40 years of experience serving leaders in manufacturing, retail and transportation.

To learn more about TreviPay, visit www.TreviPay.com.