

Reinventing your business path in today's current climate

You may be tired of hearing about the impact of Covid-19, but the repercussions of this pandemic have greatly altered people's lives beyond health.

With unemployment on the rise, social restrictions causing stores and places of business to completely shut down, many have been forced into a life-altering position of searching for other money-generating avenues.

What is clearly on the rise is the shift to online business. The increase of online marketplaces has been phenomenal, so much so that Australia Post and courier services have said their deliveries have exceeded the Christmas period.

Even the foodservice industry has adapted its methods to online orders and reaching a broader market with delivery.

The spike in e-commerce interest created by the pandemic is an amazing opportunity for online retail and marketplace sellers.

So, if you are now thinking "what's next in my career?" and wanting to profit from the surge of online marketplaces, then you need to know the basics and start on the right foot to increase your chance of success.

Understanding how the supply chain works, what you need to know, who you need to speak with to get started can be daunting.

Knowing the requirements for online retailers and marketplaces is essential.

Most retailers and marketplaces require a GS1 issued, valid GTIN (Global Trade Item Number) aka barcode number. For example, Amazon uses the GS1 database to verify the authenticity of product UPCs (aka GTINs). UPCs that do not match the information provided by GS1 are considered invalid. Amazon recommends obtaining UPCs directly from GS1 (and not from other third parties selling UPC licences) to ensure that the appropriate information is reflected in the GS1 database.

## Who can help you and how?

GS1 Australia is a not for profit, standards body and is the only authorised source for GS1 barcode numbers that are used worldwide.

Beyond the current climate, you should also consider the future and where this new business can lead you. Would you potentially want to supply a major Australian retailer such as Coles and Woolworths? Then you need to ensure your products are barcoded using GS1 numbers.

Advertising

GS1 Australia provides several supporting services and solutions to help small businesses simplify their processes. Services such as **GS1 Product Launch** make it easier for small businesses to get their product to market by making sure you have reliable barcodes, correct weight and measurements, and high-quality product images.

Being a GS1 member means you have access to more than just a bar code number.

- Education and training
- Barcode Check service
- Regular webinars
- Participate in industry workgroups
- Informative newsletters
- Easily accessible Customer Support Team
- And more

## What you need to do next

Understanding regulatory requirements, functions of the supply chain, efficient traceability methods, how to manage and share accurate and up to date product data and quality images, means you have a greater chance of making it beyond Covid-19.

If you want to learn more about where to start and how to be a better small business, register today to **attend a free webinar** being run as part of **NSW Small Business Month, 1-31 October**.

Need more information and would like to speak to a real person?

Contact Peter Carter

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Don't forget to register to **attend a free webinar**