

No Transport: If no transport is selected the supplier is responsible for the freight. The supplier may nominate his premises or any of the approved Collect Centres from which his product can be collected. However the invoicing of freight will be made outside of SFMlive.

In Fixed price and Direct sales, the only options available to the supplier will be Buyer pays and No Transport.

If no approved Collect Centre is available in an area where you want to deliver product, you must notify SFM.

6. TRANSPORT

Product sold on SFMlive will be available for collection from approved Collect Centres.

Suppliers may nominate their premises as a Collect Centre. It is the supplier's responsibility to nominate the Collect Centre from which the buyer can collect the product.

SFMlive will include default rates for freight to approved Collect Centres. Sydney Fish Market Pty Ltd (SFM) will maintain these rates. Suppliers may override SFM's rates with their own if required. In this case, the supplier will need to provide SFM with the details of these rates and notify when rates have changed. Alternatively, the supplier can maintain their own freight rates; however, the rate shown at the time of listing will be the rate used to estimate freight cost for the buyer.

When listing product on Bid and Offer the supplier must nominate one of three transport options. They are:

- Buyer pays (this is the default when listing).
- Supplier pays
- No Transport.

Buyer pays: All bids lodged against your lots exclude of transport costs. This means the buyer's bid price will not take transport into consideration and the buyer will know he will be invoiced for the freight separately. When evaluating all bids, the bid price you see will be the net bid price to you per kilogram. If you have elected to use your own freight rate, the freight company you are using will invoice you. Therefore, to pass on the cost of freight to the buyer, you must enter the transport cost at time of shipping to enable SFM to bill the buyer and credit your account.

During lot listing, you would have nominated the Collect Centre or centres you will deliver product to. Depending on which freight table is nominated, The system will then provide the buyer with an estimate of the freight cost per sales unit or per kilo. The buyer will be able to view and confirm the estimated cost of freight at the time the bid is lodged.

Supplier pays: If this option is selected, the bid price lodged by the buyer will include freight. SFMlive will deduct the cost of freight from the buyer's bid the cost of freight. The net bid price displayed in the Bids screen will be the buyer's bid price less freight per kilogram. If you elected to use your own freight rates, you will be billed directly by your freight company. If a default rate was selected, SFM will deduct the cost of freight from your proceeds.

4. GETTING PAID

Subject to any bona fide dispute, SFM will use its best endeavours to make payment by electronic funds transfer into the Supplier's nominated bank account on the Friday following the week in which SFMlive invoices the sale. The week concludes at 12.00noon Friday (Sydney time) or other such time as determined by SFM.

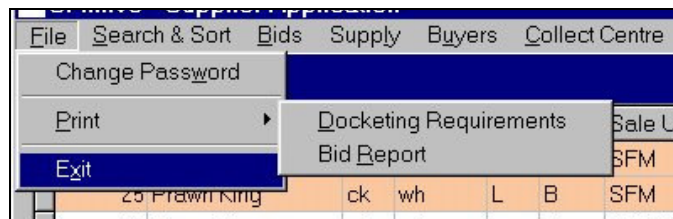
The financial transaction will be processed using the SFM accounts receivable and payable terms.

5. REPORTING

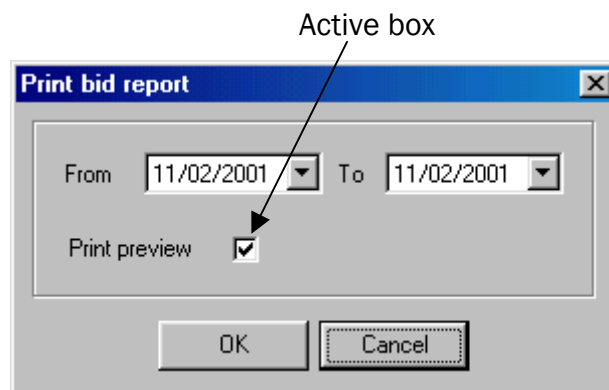
There are several reports you can obtain from SFMlive.

You can print a delivery docket for every bid accepted in a lot. This is chosen from the file option on the main strip menu.

You can also receive a bid report showing all bids on all your lots.



Enter the dates required and a report will be shown



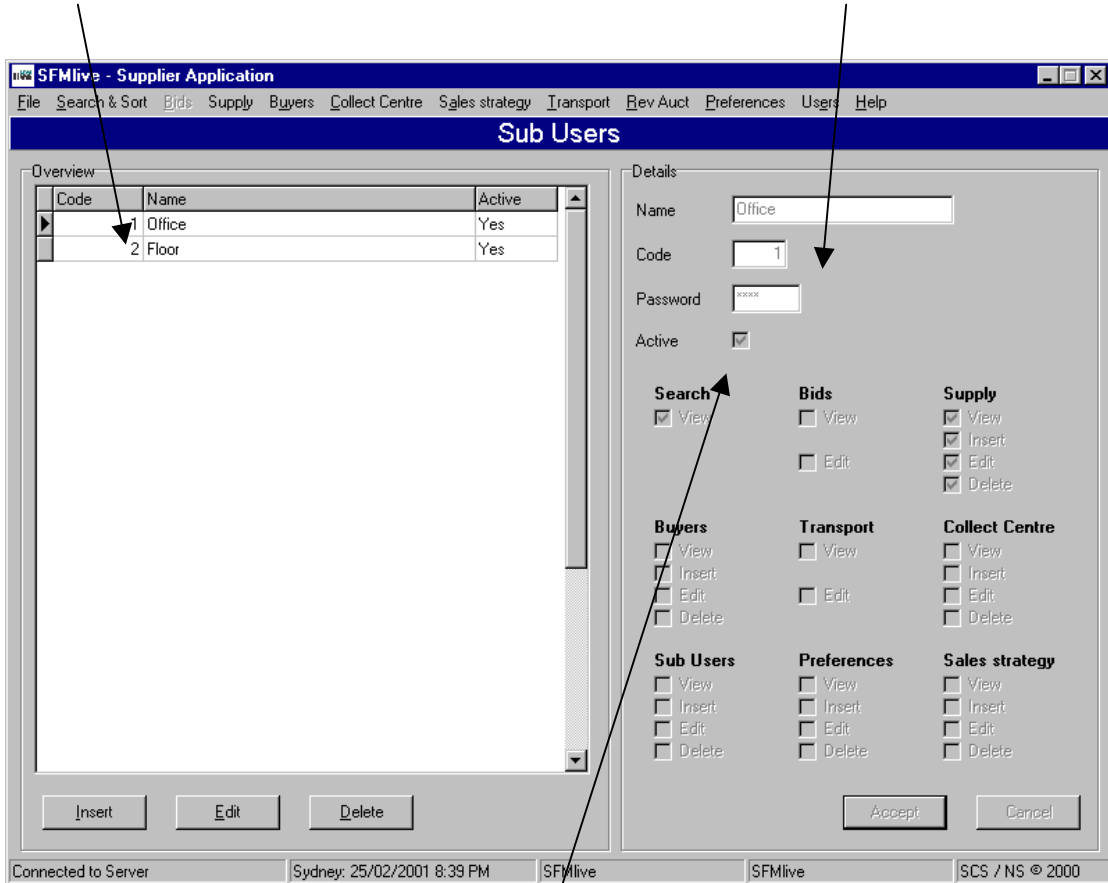
The print preview box must be ticked to view the report on screen.

NOTE: In accordance with regulations from the respective states, a delivery docket showing supplier, species, weight and buyer details must accompany product at all times during transport.

3.12 Users

Employees logged on to the system

What users are able to view



Active flag

You are able to nominate users who can access various screens in the system and change them as required.

The three main screens users will access are:

- Search and sort screen
- Bidding screen
- Supply screen



The check box must be ticked for users to have access to that option.

3.11 Preferences

Supplier's details

When suppliers needs notification **To change notification details**

You can establish your preferences for automatic messaging on your screen. You can request different types of messages and nominate the days and times you wish to receive them.

Messaging can be activated by suppliers for the following events:

If a supplier has registered interest in supplying a given species to any buyer the supplier will be notified of the requirement.

Positive advice bid has been received.

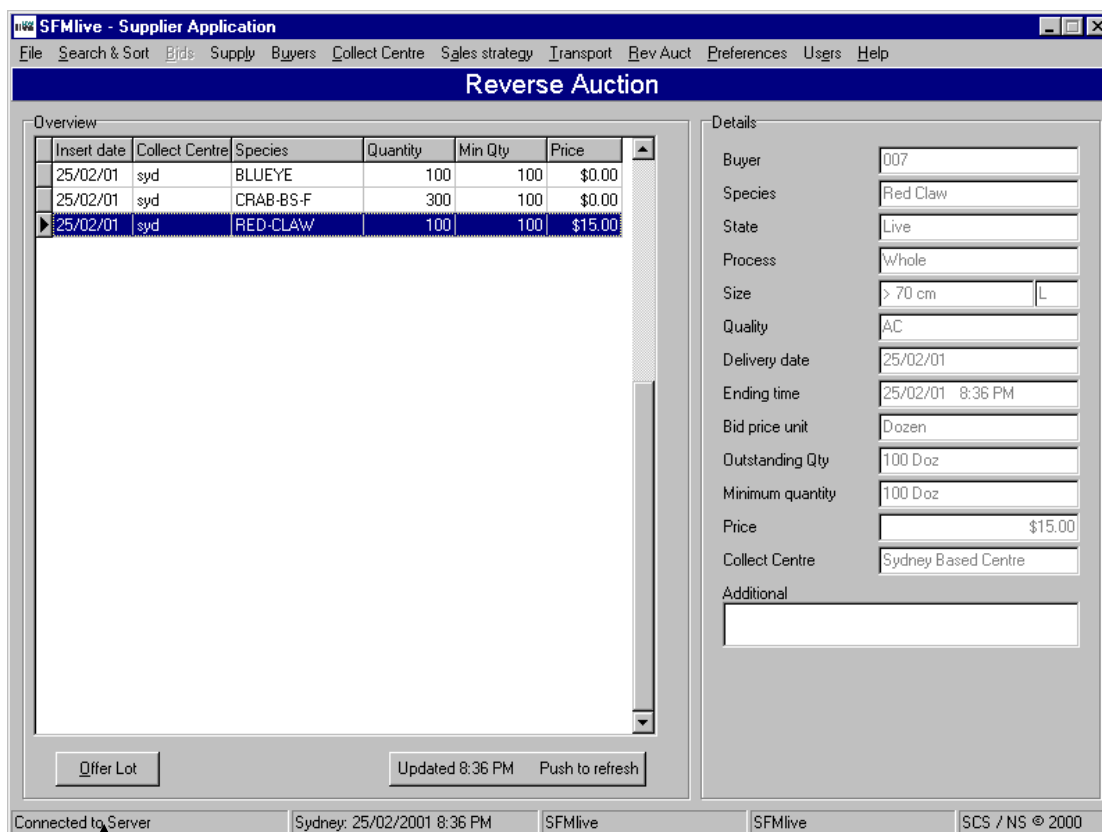
Shipment details overdue (shipment details not entered for invoicing)

No bids received above asking price XX hours before closing time – details of bids received

- Bid validated (accepted) when automatically accepted due to bid being above asking price.
- Buyer failed credit approval

NOTE: Each message will incur a charge as set out in the operating rules. Do not try to rely on the messaging system. Please be aware messages cannot be guaranteed to arrive in a timely manner due to the varied nature of different mobile service providers.

3.10 Reverse Auction



Offer lot

Buyers are able to list product and quantities they wish to purchase by a particular date. In a reverse auction the buyers can list the price they are willing to pay, species and Collect Centre.

Full or partial quantities are automatically accepted on a first-come-first-served basis, provided they are above the buyer's minimum acceptable quantity. If the supplier is interested, click on "Offer lot".

This will take you to the "Inserting lot screen" and enter the information required to sell your product.

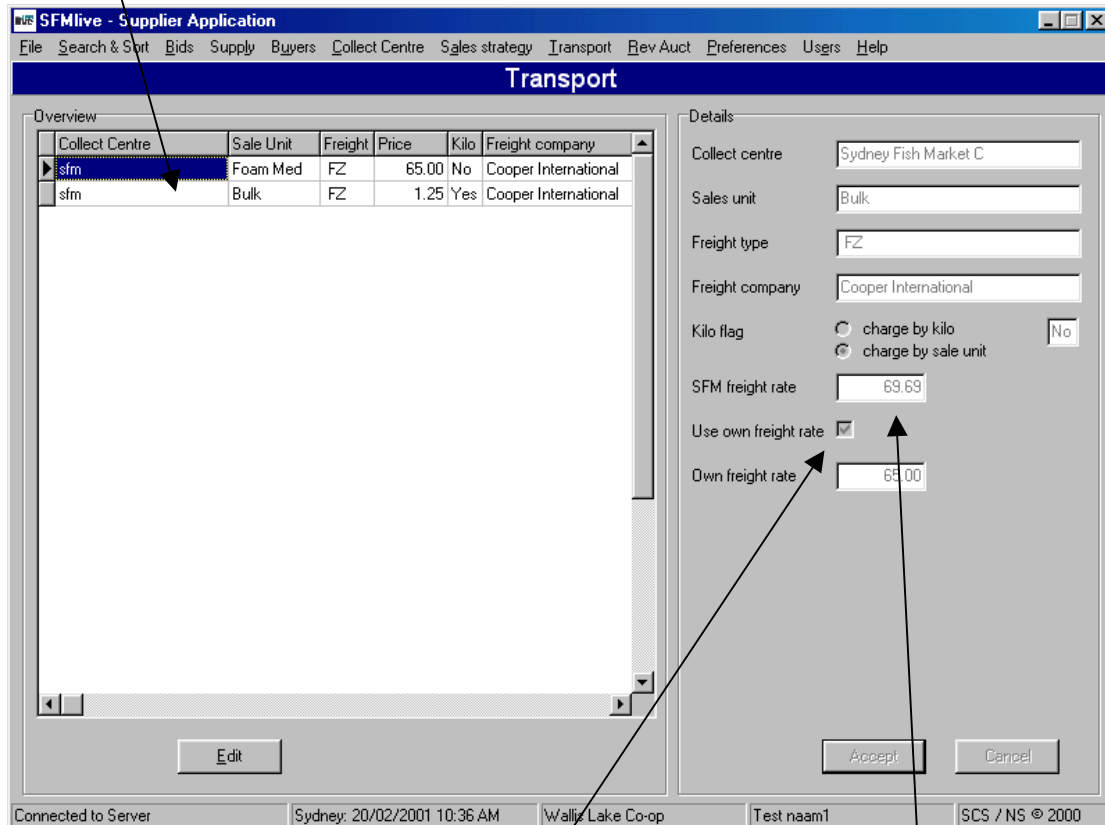
Fields

Collect Centre	The Collect Centre that applies to this freight rate
Sales Unit	The sales unit that applies to this freight rate
Freight Type	The freight type (frozen/chilled)
Freight Company	Name of the transport company
Kilo Flag	This flag is used to determine whether the cost displayed is per kilo or per sales unit. If the flag is checked the cost quoted is per kilo.
Price SFM	This is the cost as set by Sydney Fish Market Pty Ltd
Own freight rate	This flag is used to determine if Sydney Fish Market Pty Ltd or your own rates are used. If the flag is checked the “Own price” is used to determine freight costs. These costs will be managed by you. NOTE: You must contact SFMlive support to gain access to this feature
Own price	This is your own freight rate if used

3.9 Viewing and Setting Up Transport Costs

This screen allows you to view and update transport rates from your premises to nominated collect centers.

List of freight rates



Suppliers freight flag Sydney Fish Market Pty
Ltd transport price

Sydney Fish Market Pty Ltd transportation rates will consider the Collect Centre, packaging (sales units) and state (frozen or chilled) to determine the road and air costs.

Transport is managed by Sydney Fish Market Pty Ltd. If you wish to use your own rates you will need to contact SFMlive Support who will enable you to enter your own rates.

3.8 Setting up a Sales Strategy

Minimum amount required for discount

% discount

Species	Bid unit	Active
Flathead Tiger	Kilograms	Yes
Broadbill	Kilograms	Yes
Blueeye	Kilograms	Yes

Default discounts

Amount	0	0	0	0	0	0	0
Discount	0	0	0	0	0	0	0

Species / Bid unit specific discounts

Species: Broadbill
Bid unit: Kilograms

Amount	100	150	200	250	300		
Discount %	5	7	10	12	15		

Active:

Species discount details

A sales strategy curve can be set up for all product, or a different strategy for each species. The sales strategy allows you to change your asking price in relation to quantity (e.g. you may wish to reduce your asking price for bids of a large quantity).

The default discount gives all species discounts for bulk purchases. To use this option fill in that section with the quantity and percentage of discount you will give for bulk purchases.

If you only want to give specific species discounts, leave the default discount blank and fill in the specific species section.

To activate the sales strategy you must flag the Active box. You can decide whether or not to use the strategy every time you list a lot for sale.

Once you have entered a strategy for a lot you cannot change the discount after the lot has been accepted.

3.7 Setting up Collect Centres

Overview

Discount

Collect Centre Details

Name	Discount %
Supplier own premises	0
Sydney Fish Market Centre	0

Collect Centre Details

Collect centre name: Supplier own premises

Street: Bank Street

Address: Pyrmont

Country: NSW

Contact name: Gus Dannoun

Contact phone: 02 9660 1611

Access hour between: 5:00 AM and 11:59 PM

Discount %: 0

Comment: Sydney Fish Market - Pyrmont

Facilities: Provides Seafood Auction, Collection of plastic crates etc

Additional information

As a supplier, you are responsible for arranging delivery of product to nominated Collect Centres that would typically include Sydney Fish Market Pty Ltd, major airports and road freight depots.

You nominate the Collect Centre you are prepared to use.

You have the option of giving buyers various percentage discounts depending on which Collect Centre the buyer selects for product delivery. The discount will raise or lower your asking price.

NOTE: When listing a lot the collect centre discounts will be allocated to the lot and will apply to that lot even if the discounts are changed in the screen.

3.5.1 Counter Offer

You have one opportunity to make a counter offer to a buyer, for a given bid. If the buyer accepts the counter offer, the bid will be automatically validated.

Counter offers are only available on price, not quantity.

3.5.2 Entering Delivery Details

Once product has been sold, delivery details must be entered.

Delivery details can be entered in the Reviewing and Accepting screen by clicking on the Add Delivery Details button. An asterisk * will be placed on the right of all mandatory fields. If your transport rates are used you must enter the total transport cost as well as the other delivery details.



Please note: the transaction will not be processed until delivery details are entered.

Fields to be Entered

Delivery date	Date when product will arrive at Collect Centre
E.T.A	Estimated time of arrival at Collect Centre
Con note number	Product sold – consignment note number
Carrier details	Transport company
Total purchase	You will need to enter the actual net product weight for the bid, if you have listed the lot as variable weight.
Actual transport cost	Cost of transportation (only if supplier's own transport is used).

Bids above or at the asking price less discounts will automatically be accepted. For example, the supplier has set up a lot with product valued at \$10 per kilo, and gives a 10% collect centre discount and a 5% sales strategy discount = total of 15% discount or \$1.50 for the product valued at \$10 per kilo. If a buyer puts in a bid for \$8.50 or more, the bid will automatically be accepted.

If you have selected “accepted on Pos advice” during lot entry, SFMlive will automatically accept all bids with “Pos advice” status. (see “Pos advice definition below”)

Average contract price (shown as AC price in the bid summary screen)

- The mean average price of all accepted bids (status “Sold” or “Transaction”). This will be shown in the “AC Price” column against each of the accepted bids.
- Displayed against bids in “Pos Advice” will show the effect this bid will have on the “AC Price” if that particular bid were to be normally accepted by the supplier.

“% Dev” shows the supplier the percentage difference below or above the asking price less collect centre and sales strategy discounts for that lot. This gives the supplier some idea of how their product is doing-price wise.

The system will never accept bids below the reserve price; however you can manually accept any bid any time before closing by double clicking on the lot in question and then clicking on the “Accept” button.

You can increase or decrease the asking price at any time, but any bids that are already accepted will not change. The reserve price can only be decreased.

Bids from buyers give various status messages

- Pos advice
If the bid is accepted it will maintain the average price of successful bids above the asking price for the lot.
- Neg advice
The bid is not in positive advice
- Cancel
The bid has been cancelled. This could be due to a number of conditions such as a time limit placed on the bid by the buyer.
- Sold
The bid has been accepted.
- Transaction
This will occur after the status of sold and when the transaction has been finalised. This is generally when the delivery details have been entered.

3.5 Reviewing and Accepting Bids

Lots on offer
Type of Auction
Status of lots

The screenshot shows the SFMlive Supplier Application interface. At the top, there is a menu bar with options like 'File', 'Search & Sort', 'Bids', 'Supply', 'Buyers', etc. Below the menu is a 'Supply' table with columns: Lot No., Species, State, Process, Size, Quality, Sale Unit, Auction, Close, Sold, Unsold, % demand, and Status. The table contains four rows of supply lots, each with a different background color: green, yellow, yellow, and green. Below the supply table is a 'Bid Summary LotNo 5' table with columns: Status, Buyer, Bid price, Quantity, Net price, Counter bid, Bid date / time, Coll. cntr., Delivery, % Dev, and AC price. This table shows four bid entries with different background colors: grey, white, green, and white. At the bottom of the interface, there are buttons for 'View / Add delivery details', 'View supply details', 'Make counter offer', and 'Accept bids'. Arrows from the labels above point to these elements: 'Lots on offer' points to the supply table, 'Type of Auction' points to the 'Auction' column, 'Status of lots' points to the 'Status' column, 'Add delivery details' points to the 'View / Add delivery details' button, and 'To accept a bid' points to the 'Accept bids' button.

Lot No.	Species	State	Process	Size	Quality	Sale Unit	Auction	Close	Sold	Unsold	% demand	Status
5	Prawn King	ck	wh	L	B	SFM Small	B & D	26/02/01 12:15 AM	4	96	4	B & D
4	Broadbill	ch	wh	M	B+	SFM Large	B & D	26/02/01 12:15 AM	0	30	0	Free
3	Broadbill	ch	wh	M	B+	SFM Large	B & D	26/02/01 12:15 AM	0	50	0	Hidden
2	Blueeye	ch	wh	L	A	Foam Large	B & D	27/02/01 12:15 AM	0	20	0	Free

Status	Buyer	Bid price	Quantity	Net price	Counter bid	Bid date / time	Coll. cntr.	Delivery	% Dev	AC price
Neg. Adv.		10.00	2	10.00	0.00	25/02/01 8:12 PM	Sup	25/02/01	50	0.00
Transaction	Test Buyer	25.00	2	25.00	0.00	25/02/01 8:12 PM	Sup	25/02/01	-25	25.50
Pos. Adv.		19.00	2	19.00	0.00	25/02/01 8:12 PM	Sup	25/02/01	5	23.33
Sold	Test Buyer	26.00	2	26.00	0.00	25/02/01 8:23 PM	Sup	25/02/01	-30	25.50

Add delivery details
To accept a bid

SFMlive colour codes for reviewing and bidding screen

Green	Positive advice
Red	Cancelled bids

You can manage the bids in your lots or allow the system to choose the successful bids at the close of the auction period. You can log on at any time to view bids on your lots and choose which bids to accept immediately.

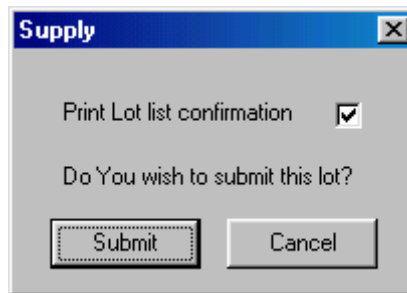
Once a bid is accepted, either manually or by the system, you must enter the delivery details.

The 'Bid price' represents what the buyer has nominated as their price for that lot. The 'Net price' is the bid price minus transport costs if you have chosen "Supplier Pays Transport" when entering supply.

3.4 Lot confirmation

After entering a lot the supplier will be asked if they want to submit the lot to auction and have a printed copy as a receipt. If you are going to be entering more than one lot it is a good idea always to print a confirmation for your records.

The check box must be ticked to print a confirmation receipt



Bid price unit	The measure used when bids are calculated (e.g. kilograms, dozen etc.)
Transport	The supplier has three options: <ul style="list-style-type: none"> ▪ Buyer pays ▪ Supplier pays ▪ No transport. Here the transport is not factored into the decision-making or invoicing process.
Collect Centre	Where you are prepared to send the product for collection by the buyer
Total on offer	Shows total amount for sale in that lot
Number of sale units	The number of sale units on offer in a given lot e.g (how many cartons you are putting up for auction)
Quantity per sales unit	The number of packages per unit
Minimum units per sale	The minimum quantity the supplier will sell to one buyer
Reserve Price	The minimum price (nominated by the supplier) at which the supplier will sell (part or all of the lot) at the conclusion of the auction if the supplier does not receive a higher bid. The reserve price can be decreased by the supplier during the auction.
Asking Price	The price nominated by the supplier, at which a bid will be unconditionally validated with a transaction.
Variable weight	Variable weight is flagged if product will be sold in containers of varying weight. If you use this option you must enter the actual product weight when entering the delivery details.
Accept on positive advice	Will automatically accept bids when the average contract price will be higher than the asking price if this bid is accepted.
Crate Control	Shows whether the supplier will be using the Sydney Fish Market Pty Ltd crate control system.
Use sales strategy	Selected when the supplier wants to provide a discount for large purchases or for delivery to certain Collect Centres.
Supply overview	Shows the supplier all their product for all lots
Hidden	A lot can be entered but not shown to the buyers until the date specified.



PLEASE ENSURE ALL INFORMATION ENTERED IS CORRECT BEFORE ACCEPTING.

Supply overview shows all lots that have been selected from the Search and Sort screen, as well as any new lots that have been entered since the last Search and Sort.

Templates can be used to save time when you sell the same product regularly.

To create a template click the “Insert template” button and enter the product details. The title bar will be displayed in yellow to alert you that you are entering a template, not a lot for sale. Click the accept button to save the template.

To use a template, click the “View templates” button. Select the desired template and then click the “Insert Lot” button. The details from the template will be automatically inserted into the lot. You must enter the remaining details.

Suppliers are not able to amend active lot details other than the asking price or lowering the reserve price. If a supplier wants to amend an active lot, a request in writing must be given to Sydney Fish Market Pty Ltd.

Lot Details	(Detailed information of product in a selected lot)
Species	Species marketing name (expanded)
State	Method of preservation (expanded)
Process	The form in which the product is sold (expanded)
Size	The size (expanded)
Quality	The Quality Assessment as defined in the SFM Seafood Handling Guidelines
Date Caught	Date product will be actually harvested or caught
Date Available	Date product will be ready for auction
Delivery Date	When product will be at the buyer’s Collect Centre
Port of Landing	Where product is farmed or landed
Method of Catch	How product was caught
Additional Info	Any further comments that may help sell your product
Auction Type	Bid and offer, fixed price, reverse auction or direct sale
Bid starting date	Date supplier will start accepting bids
Bid starting time	Time supplier will start accepting bids
Bid ending date	Date supplier will finish accepting bids
Bid ending time	Time supplier will finish accepting bids
Sale Unit	The method of packing (e.g. bags, foam, bulk, trays, coffin etc.)

3.3 Entering Supply

Lot details

Lot details

Species: Broadbill, Auction type: B & D, Number of sales units: 50
 State: Chilled, Bid starting date: 25/02/01, Quantity per sales unit: 1
 Process: Whole, Bid starting time: 8:15 PM, Total on offer: 50 Kg.
 Size: 10 - 15 / kg, Bid ending date: 26/02/01, Minimum units per sale: 2
 Quality: B+, Bid ending time: 12:15 AM, Reserve price: \$ 5.00
 Date caught: 25/02/01, Sale unit: SFM Large, Asking price: \$ 11.00
 Date available: 25/02/01, Bid price unit: Kilograms, Variable weight:
 Delivery date: 25/02/01, Transport: Buyer, Accept on Pos. Adv.:
 Port of landing: Pymont, Collect centres: Supplier own premises, Sydney Fish Market Centre, Crate control:
 Method of catch: , Use sales strategy:
 Additional: Hidden:
 Buttons: Accept, Cancel

Supply overview

Lot No.	Species	State	Process	Size	Quality	Catch method	Caught	Delivery	Additional
5	Prawn King	ck	wh	L	B		25/02/01	25/02/01	
4	Broadbill	ch	wh	M	B+		25/02/01	25/02/01	
3	Broadbill	ch	wh	M	B+		25/02/01	25/02/01	
2	Blueeye	ch	wh	L	A		25/02/01	26/02/01	

Buttons: Insert lot, Insert template, Edit, Delete, View supply, View templates

Connected to Server: Sydney: 25/02/2001 8:18 PM, SFMlive, SFMlive, SCS / NS © 2000

Additional Information

ENTER ALL DISCOUNTS AND TRANSPORT COSTS (IF REQUIRED) BEFORE ENTERING A LOT IN THE SUPPLY SCREEN. ONCE A LOT IS ENTERED IT CAN NOT BE CHANGED.

Discounts can be given to buyers in two forms:

- Collect centers (see page 20)
- Sales strategy (see page 21)

See page 29 for an explanation of transport options. See page 22 for setting up transport costs.

When entering information on product to be sold, many fields are compulsory. Additional information can be added to help sell your product.

Search Filters

Species group	The species group as defined in the Australian Seafood Handbook. Entering a species group will limit the number of species available in the species search filter. For example, if a group of prawns is entered, only prawn species will be available in the species search filter.
Species	The species marketing name as defined in the Australian Seafood Handbook. The species available here will be limited if a group name has been entered above.
State	Generally the method of preservation of the seafood (e.g. frozen, cooked, sashimi etc.).
Process	The form the product is sold in (e.g. whole, gutted, fillets etc.).
Size	The size of the product as defined in the SFM Seafood Handling Guidelines.
Quality	The quality assessment as defined in the SFM Seafood Handling Guidelines.
Collect Centre	The Collect Centres where product is available for pickup.
Auction Type	Bid and offer, fixed price, reverse auction or direct sale.
Min Quantity Available	The minimum quantity left for sale in a lot.
Lot Closing within	This narrows down the lots displayed to those that are closing before or on this date.
Lot View Options	
With no bids	Lots with no bids
With counter bid	Lots with a counter offer
With accepted bids	Lots with bids that have been accepted
With pending bids	Lots with bids that are still active and awaiting action
Bids below reserve	Lots with bids below reserve only
Closing within 15 minutes	Lots that are closing in 15 minutes or less
Closing within 1 hour	Lots that are closing in one hour or less
From other suppliers	Lots from other suppliers
All my lots	All lots for the supplier currently logged in
That are active	Lots that have not yet closed

company that is logged in. You may wish, for example, to display lots “from other suppliers”. This will result in other suppliers’ lots being displayed and not your own. ***(You will not be able to view bids on other suppliers’ lots).***

You can move the field marked by the current field indicator by clicking the sort arrows up or down. This will change the sort order of the lots.

Once you have entered your search filters and “View only lots” options click on the Search and Order button to display the selected lots. You can resort lots by clicking on the column headers for lot number and close time.

Some lots will be displayed in different colours to highlight their status.

Double click on a lot of interest to go automatically to the reviewing and accepting bids screen.

SFMlive colour codes for the search screen

Green	Waiting for lot start date or time
Red	Lot closed
Blue	Grace period
Yellow	Lot is hidden

3.2 Searching for Lots

The **Search and Sort** screen is used to list the lots available on SFMlive. There are many options available to allow you to narrow down the number of lots listed depending on your requirements.

Search filters **Current field indicator** **Sort arrows** **Lot view options**

Lot summary **Search and order button**

Lot No.	Species	State	Process	Size	Quality	Sale unit	Auction	Close	Sold	Unsold	%demand
5	Prawn King	ck	wh	L	B	SFM Small	B & O	26/02/01 12:15 AM	2	98	4
4	Broadbill	ch	wh	M	B+	SFM Large	B & O	26/02/01 12:15 AM	0	30	0
3	Broadbill	ch	wh	M	B+	SFM Large	B & O	26/02/01 12:15 AM	0	50	0
2	Blueeye	ch	wh	L	A	Foam Large	B & O	27/02/01 12:15 AM	0	20	0

You can start by entering a search filter to narrow down the number of lots displayed. For example, if you enter ‘prawns’ in the Species group search filter and leave all the other search filters blank, all prawn lots will be displayed in the lot summary area. Conversely, if you enter “king prawn” in the Species search filter, only king prawn lots will be shown.

Each additional search filter entered will further narrow down the selection. You may decide to enter “A” in the quality filter, reducing the lots displayed to A Grade prawns.

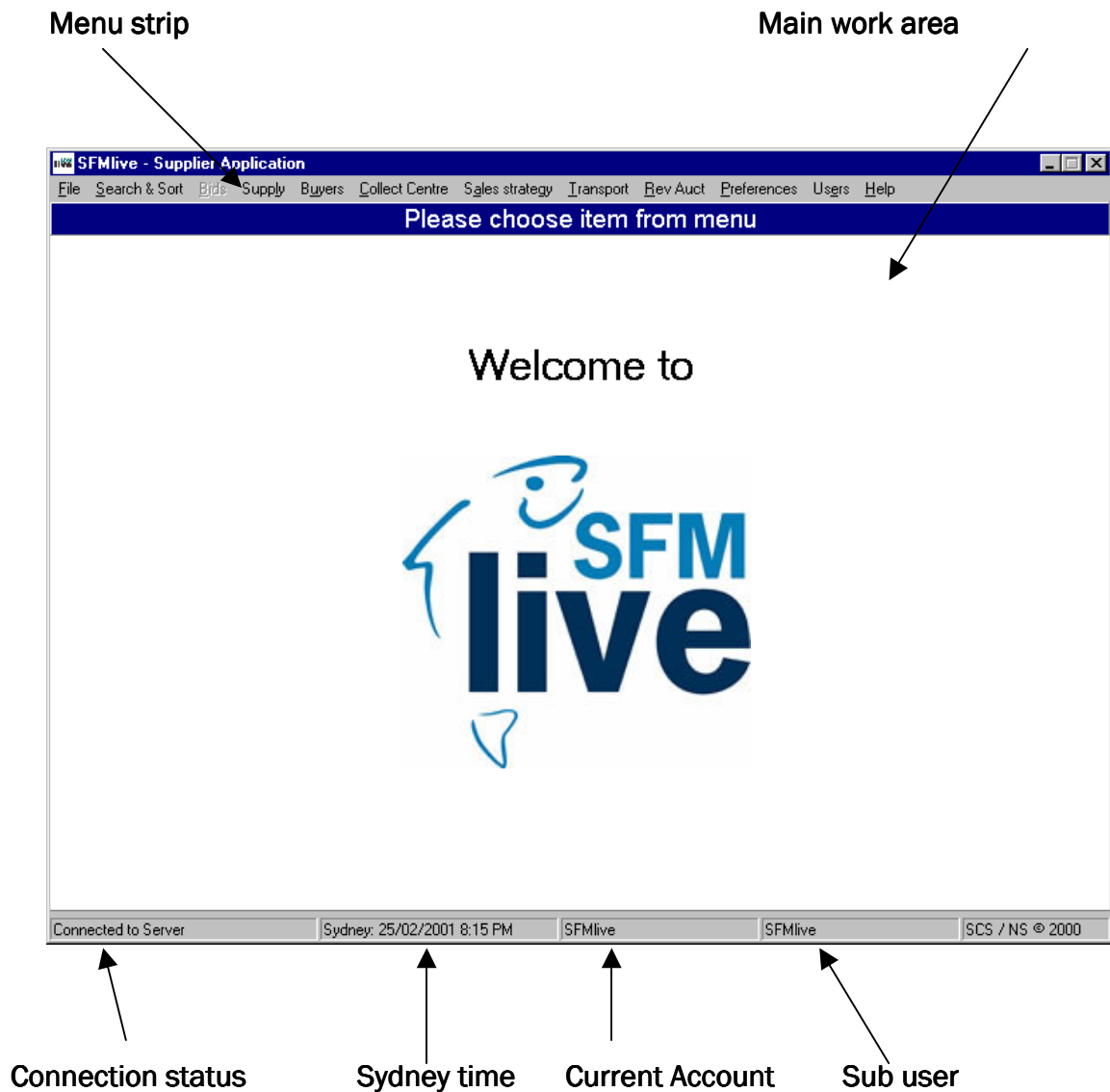
Leaving all the search filters blank will result in all lots being displayed.

You can also limit the lots displayed by selecting a “lot view” option. This will generally be set to “all my lots” which will display lots belonging to the person or

Connection status	This will show “Connected to Server” when you are successfully connected to SFMlive on the internet. This connection is performed automatically when you log in.
Current account	This shows the trading name of the account currently in use.
Sub-user	This shows the name of the current sub-user selected when you log in.

3. SCREENS

3.1 SFMlive Main Window



Menu strip

Use your mouse to select different options on the menu, which move you from screen to screen. Menu items will not be shown for functions you do not have authority to access. If a menu item is a lighter shade of grey (disabled) this means the item is not available at this time. This will be enabled when the function becomes available.

Main work area

This is where all the work is done. The information displayed here will vary depending on the menu item selected.

2.4 Different ways of selling your product

2.4.1 Bid and offer (Auction)

You list your product on the system. Once you make the lot 'ACTIVE', it can be viewed by all buyers. Your "asking" price and "reserve" price are not displayed to buyers.

Buyers can make multiple bids on a lot for the same or different quantities.

You may review and accept any bids during the auction. You are also given a 30 minute grace period at the end of the auction to review and accept bids. Buyers cannot submit bids during the grace period.

At the end of the grace period SFMlive will automatically accept any remaining bids above the reserve price where there is quantity still available. Bids closest to your asking price less discounts (collect center discounts and sales strategy) will be accepted first and will continue until the entire lot is sold or there are no bids remaining above the reserve price.

2.4.2 Fixed Price Sale

You advertise the price you will accept for a product, and the only negotiation is on the quantity of product the buyer wants.

2.4.3 Direct Sale

You and a buyer can agree on a transaction and use SFMlive to register the transaction.

You enter the lot details and 'offer' the lot to the nominated buyer.

2.4.4 Reverse Auction

In a reverse auction, buyers list the price they are willing to pay to fill an order.

They specify a species and nominate a Collect Centre. There is no negotiation on price, only on the quantity to be supplied.

Full or partial quantities are automatically accepted on a first-come-first-served-basis, provided they are above the buyer's minimum acceptable quantity.

2.2 Using the keyboard and mouse

The mouse can be used to access most functions on SFMlive. The mouse can also be used to move from one field to another within a screen.

The following keyboard functions can also be used;

TAB This key can also be used to move from field to field within a screen. This is QUICKER than using the mouse.



After entering information in a field **DO NOT** hit the ENTER key. Hit the TAB key to get to the next field.

ENTER Use this key when you are ready to accept the current form or screen. This should only be used when all necessary fields have been filled in

2.3 Logging In

When you start SFMlive you will see the following screen:

The screenshot shows a standard Windows-style dialog box titled "Logon to SFMlive". On the left side of the dialog is the SFMlive logo, which consists of a stylized blue fish icon above the text "SFM live". To the right of the logo are three text input fields. The first is labeled "Usercode" and contains the text "000000". The second is labeled "Subcode" and contains "00". The third is labeled "Password" and is currently empty. Below these input fields are three buttons: "Server", "OK", and "Cancel".

Usercode A six-digit account code supplied to you by Sydney Fish Market Pty Ltd when you register for SFMlive.

Subcode A two-digit code of the sub-user who is logging in. Sub-users are other members of your organisation authorised by you to access SFMlive. If you have not set up any sub-users for your account then this should be 00.

Password You will be given a password by Sydney Fish Market Pty Ltd. It is advisable to change this password after logging in for the first time and then at regular intervals. If you forget your password call SFMlive support – **1300 13 LIVE**.

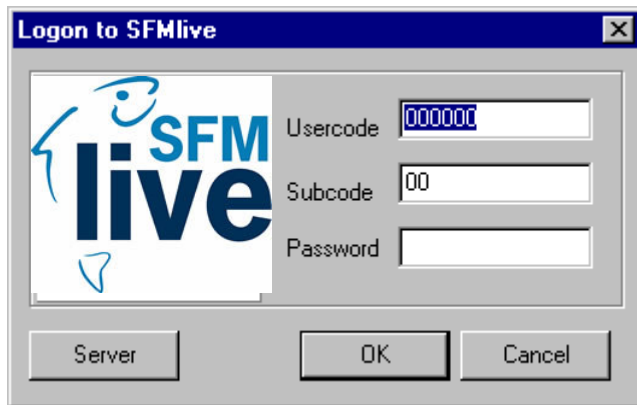
2. GETTING STARTED

2.1 Installing SFMlive

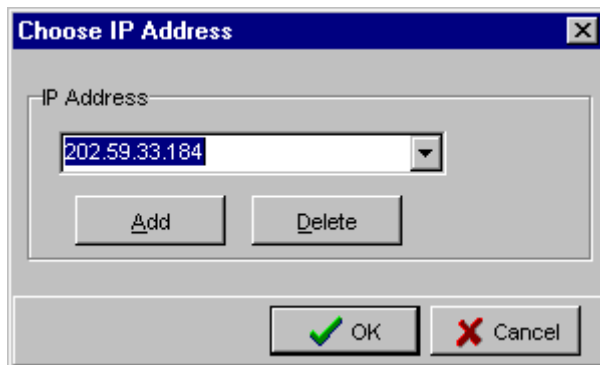
You can obtain the SFMlive software by downloading it from www.sfmllive.com or arrange for Sydney Fish Market to email or post the software to you. You will receive one file (sfmsetups.exe) used to install the supplier software. Run sfmsetups.exe. You will be guided through the installation process.

You must be connected to the Internet before running SFMlive.

Once the software is installed you must tell the software the address of the SFMlive server. **This only needs to be done the first time you use SFMlive.** Click on the SFMlive icon that has been placed on your desktop when the software was installed. The logon screen will then be displayed. Click on the Server button.



The following screen will be displayed. Click the Add button then enter www.sfmllivetrade.com making sure to include the decimal points. Click OK and then OK again.



You are now ready to use SFMlive.

1. WELCOME

1.1 What is SFMlive?

The SFMlive internet trading system provides facilities for bid and offer type auctions, fixed price sales, reverse auctions (where a buyer can list product they require and a supplier fills the order) and direct sale entry, including long-term contracts.

Access to this system is available 24 hours, 7 days per week, with each lot (auction) opening and closing independently of other lots.

Suppliers and buyers are required to register with Sydney Fish Market Pty Ltd to use the system.

Unlike many internet sites, SFMlive is not a “browser-based” system, meaning it does not run in your internet browser. SFMlive is Windows-based software that allows superior flexibility and speed over “browser-based” systems.

1.2 About this Guide

This guide takes you through all the features of SFMlive to enable you to list and sell product. There are many features that provide a high level of control over how your product is sold; however it is unlikely you will require or use all the features SFMlive has to offer. It is recommended you start using the system with only the features you require. When you have developed confidence in using the system you can explore and take advantage of other features.

1.3 User Support

User support is available for the cost of a local call from anywhere in Australia.

You can contact our support staff by:

Email: support@sfmlive.com

Phone: 1300 13 LIVE or 1300 13 5483

If you are reporting a problem please ensure you have all relevant information to help our staff resolve the issue quickly, such as:

- Which screen you are in (the screen title is located at the top of the screen)
- Any messages on the screen
- What you were trying to do

TABLE OF CONTENTS

1. WELCOME	1
1.1 What is SFMlive?.....	1
1.2 About this Guide.....	1
1.3 User Support	1
2. GETTING STARTED	2
2.1 Installing SFMlive	2
2.2 Using the keyboard and mouse	3
2.3 Logging In.....	3
2.4 Different ways of selling your product	4
2.4.1 Bid and offer (Auction).....	4
2.4.2 Fixed price sale	4
2.4.3 Direct Selling	4
2.4.4 Reverse Auctions	4
3. SCREENS.....	5
3.1 SFMlive Main Window	5
3.2 Searching for Lots.....	7
3.3 Entering Supply.....	10
3.4 Lot confirmation.....	13
3.5 Reviewing and Accepting Bids	14
3.5.1 Counter Offer.....	16
3.5.2 Entering Delivery Details	16
3.7 Setting up Collect Centres	17
3.8 Setting up a Sales Strategy.....	18
3.9 Viewing and Setting Up Transport Costs.....	19
3.10 Reverse Auction	21
3.11 Preferences.....	22
4. GETTING PAID.....	24
5. REPORTING	24
6. TRANSPORT.....	25



SFMLIVE CONTACT INFORMATION

Email: support@sfmlive.com
Phone: 1300 13 LIVE (1300 13 5483)

SYDNEY FISH MARKET CONTACT INFORMATION

Sydney Fish Market Pty Ltd
ABN 24 064 254 306

Bank Street
Pyrmont NSW 2009

Postal Address:
Locked Bag 247
Pyrmont NSW 2009

Phone: +61 2 9004 1100
Facsimile: +61 2 9004 1171
www.sydneyfishmarket.com.au

DISCLAIMER

The information contained in this booklet, which includes information about seafood products, handling, temperature control, storage and seafood spoilage, is provided in good faith. While Sydney Fish Market Pty Ltd makes reasonable efforts to ensure information in this booklet is up to date and accurate, neither Sydney Fish Market Pty Ltd nor any of its related bodies corporate (as defined in section 50 of the Corporations Law) makes any representation or gives any warranty as to the currency, accuracy, reliability or completeness of any information in this booklet. To the extent permitted by law, Sydney Fish Market Pty Ltd accepts no responsibility or liability for any loss, damage or injury suffered by the user consequent upon, or incidental to, the information in this booklet.

COPYRIGHT

© 2001. This work is copyright. Apart from any use as permitted under the Copyright Act 1968 no part may be reproduced by any process without written permission from the Administration Manager, Sydney Fish Market Pty Ltd.



INTERNET TRADING SUPPLIERS' GUIDE

