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Dan Murphy's Online Calls for more Connections

Dan Murphy's Online is rolling out an extended and high-quality product range that will connect customers directly with specialist and boutique suppliers.

From this month, we are welcoming Australian and international wine, beer or spirit suppliers to list their products on Australia's most visited drinks website, which attracts around 2 million unique users a month.

Connections operates using a "virtual consignment" model which means suppliers hold their stock rather than on-forwarding it to an intermediary warehouse. When a customer purchases a Connections item, the supplier will pick and pack the product and we'll collect it and deliver it to the customer through our Nexday courier service.

All ranged products will be subject to the Dan Murphy's Lowest Liquor Price Guarantee, but you will have the ability to self-manage your range, your stock-levels, withdraw your inventory and update content where necessary.

We have developed a totally scalable website back-end which makes this process simple and accessible regardless of your company's size and resource levels.

Connections will offer the following benefits to suppliers:

- Greater reach of your products through our significant investment in Search Engine Optimisation.
- Rapid and regular payment.
- Self-management of your online presence.
- Representation on Australia's most visited drinks website
- Opportunities to be ranged in-store

A short video outlining the benefits of Connections can be viewed here:

<https://www.youtube.com/watch?v=XnqvJhQ-LBo&feature=youtu.be>

With over 1200 products already live and sales being made, why not get onboard today?

If you are interested, please contact Sam Willard/The Connections Team on [0433 163 547](tel:0433163547) or swillard@danmurphys.com.au.