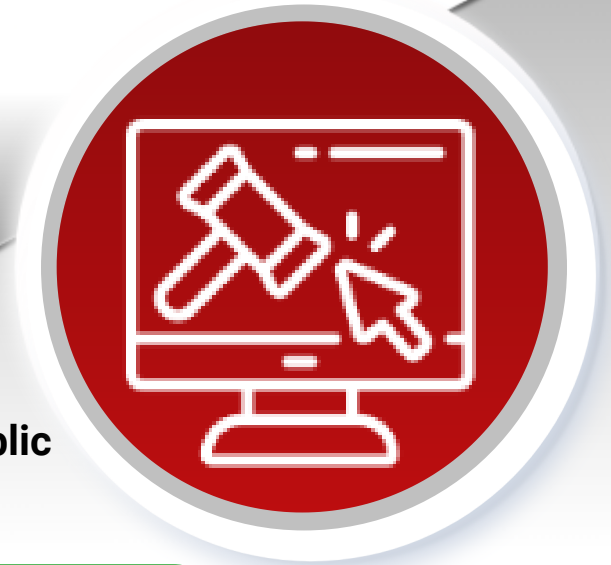




# FRESHMARK SYSTEMS™

making **IT** happen



## AUCTION **SYSTEM**

An online auction platform facilitating the public sale of fresh produce to multiple bidders



### **BENEFITS**

- Increased returns
- Smaller buyers compete with bigger buyers
- Transparent, fast and open sales
- Enables competitive bidding and price formation



### **ROLES**

#### **MARKET**

- Administration

#### **AGENT**

- Stock Allocation
- Sales Validation

#### **BUYERS**

- Bidding

### **FEATURES**



- Integrated to floor system
- Lot creation and allocation
- Remote bidding management



- Secured buyer validation
- Accept, reject, negotiate trades
- Link images and logos to lots



STOCK



LOT



SESSION



BIDDER