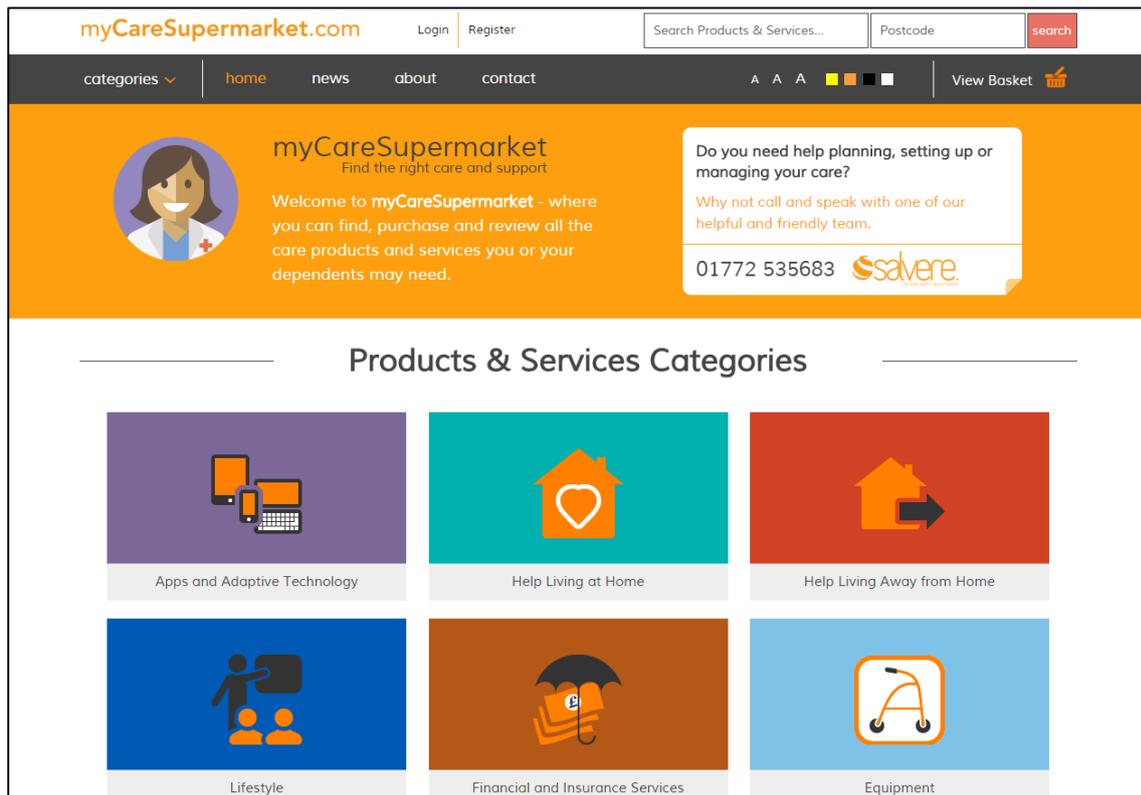




## myCareSupermarket: Why you need to get onboard TODAY

[myCareSupermarket](#) is a secure online marketplace that helps people quickly find and buy the right care products and services from trusted local and national suppliers. Customers – such as the elderly, disabled and anyone with care needs – can browse, enquire about, and buy care products and services for themselves or their dependents.

Why should you – a supplier of care related products and services – join myCareSupermarket?



### The care sector is changing

The care sector is undergoing major changes and pressures. The Care Act, introduced in 2015, is driving profound change to Social Care and there are many reasons why you need to act now to protect and grow your business. To meet these challenges, social enterprise, [Salvere](#), teamed up with global e-commerce marketplace provider, [cloudBuy](#), to create [myCareSupermarket.com](#)

Today the Care Sector is a multi-billion pound industry: £14bn is spent annually on adult social care from public sector budgets and £10bn is spent by private citizens. People needing to organise care for their relatives often live far away from their loved ones, rendering traditional means of sourcing care, such as word of mouth recommendations, local newspaper ads, and shop window adverts, ineffectual.

Offspring often need to arrange care quickly when previously independent parents face a crisis. If they live in different parts of the country or even abroad then it can be difficult to react and to make decisions based on the right information and options, especially if they are unfamiliar with the players and processes involved.



Both carers and those who require care themselves are increasingly turning towards the internet for their social care needs. According to the Office for National Statistics (ONS), seven out of ten 65-74 year olds now use the internet and often use applications like Facebook, Skype and FaceTime to stay in contact with friends and relatives.

However, when shopping online for care products and services, customers require a familiar e-commerce experience, similar to websites they know and use regularly, such as Amazon and eBay. Social care customers want to be able to buy what they need anytime, anywhere. Products and services need to be simple to find and they need to be easy to pay for with confidence. They want secure purchasing platforms and trusted suppliers. It is important that they are able to use any personal care budgets allocated to them, augmented with their own funds if needed.

myCareSupermarket takes the popular online marketplace style of website and applies it to the needs of the care sector. This makes it easy to find and procure the care products and services needed from trusted suppliers.

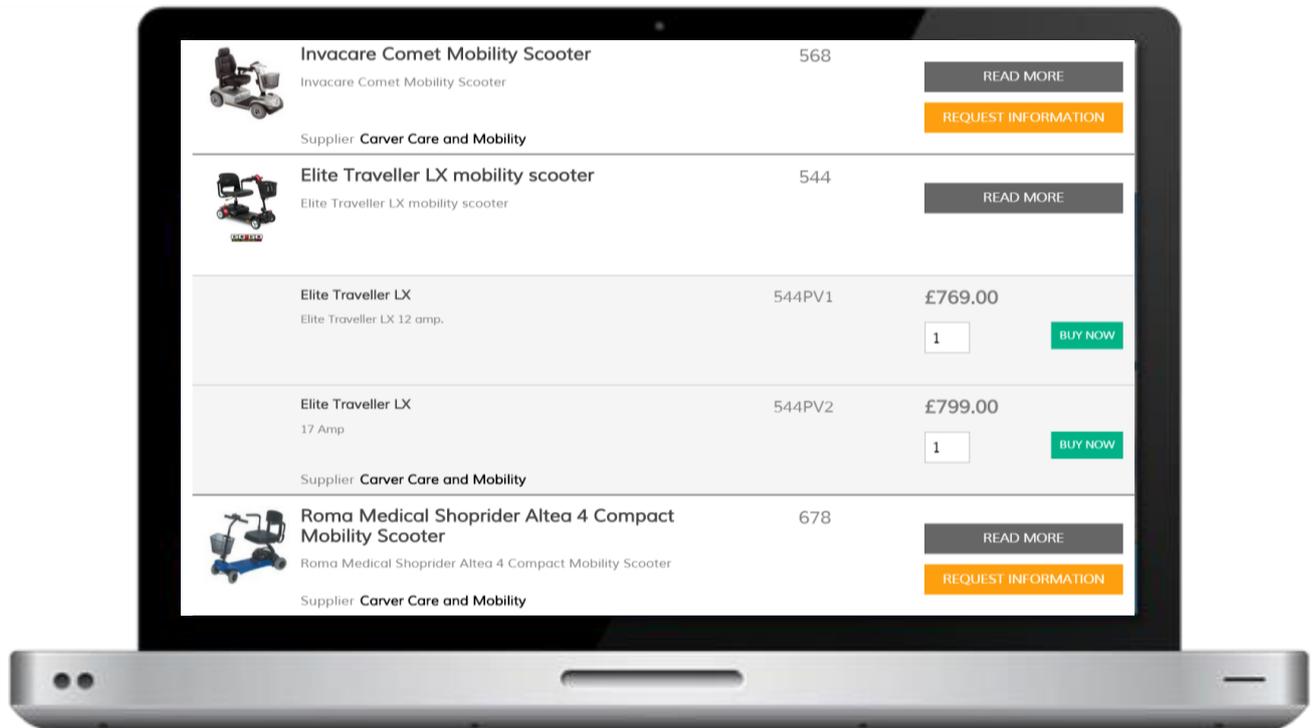
The screenshot shows the myCareSupermarket.com website interface. At the top, there is a search bar with the text 'homecare mellor' and a 'search' button. Below the search bar is a navigation menu with links for 'home', 'news', 'about', and 'contact'. The main content area displays search results for 'homecare mellor'. On the left, there is a 'Search Filters' sidebar with options for 'Order By' (Relevance, Alphabetical, Price Ascending, Price Descending) and 'Category' (Complex Care (1), Homecare Agencies (16), Short Breaks (1)). The main results area shows a table of products:

Product Info	Product ID	
<b>SOS alarm system</b> Don't want to have the ongoing costs of paying for life line system. We have an alternative Supplier HomeCare (Mellor)	12	<a href="#">READ MORE</a> <a href="#">REQUEST INFORMATION</a>
<b>Spring Package</b> In preparation for the spring. Lets put the winter behind us. Power wash, blast the paths, clean drains, Freshen up that paintwork Supplier HomeCare (Mellor)	11	<a href="#">READ MORE</a> <a href="#">REQUEST INFORMATION</a>
<b>Holiday Escort</b> Do you dream of jetting off to sunnier places. Tenerife HomeCare Abona can assist you Supplier HomeCare (Mellor)	15	<a href="#">READ MORE</a> <a href="#">REQUEST INFORMATION</a>
<b>Respite care</b> Day/Evening sitting service. Holiday Cover Temporary cover whilst your carer is unavailable Supplier HomeCare (Mellor)	7	<a href="#">READ MORE</a> <a href="#">REQUEST INFORMATION</a>

*Moving online provides an opportunity to package your products and services in new ways*

### Customers can shop online with confidence

myCareSupermarket is a way for you to bring care related products and services online, with the opportunity to publicise your business and its products both locally and nationally. You are able to choose how you want to interact with customers and offer different product variants, prices, service offerings, and timeslots alongside other flexible options.



*You choose if customers order and pay online or contact you to request more information*

The marketplace makes your life as a care supplier much simpler, with the option to take purchasing and payments online, removing paper invoices and manual payments if desired. Online payments can speed up the time it takes for money to reach your bank account to ease cash flows.

myCareSupermarket assures payment and increases convenience for you and your customers. It is underpinned by a powerful e-commerce platform that is being used by the NHS itself.

Ofcom states that three in five adults now access the internet via their mobile phone and smartphones overtake laptops as the most important device to connect to the internet. myCareSupermarket is fully mobile responsive, making it easy for customers to find you online and shop on their preferred device, whatever that may be.

### **Joining myCareSupermarket is easy**

Getting started is a simple process and our dedicated support team is on hand to help you every step of the way, should you need it.

The five simple step process involves adding your company information into your own online 'Control Centre'; listing your products and/or services – this can be done manually or by uploading existing catalogue data; connecting a merchant account if you wish to take online payments;



configuring how you wish to receive your orders; and finally, validating your marketplace membership with a test transaction to verify your set up is correct.

Step 1: Provide more information about your company to be displayed to eMarketplace visitors.

**ADD YOUR COMPANY INFORMATION**

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Step 2: Load your products and services into your eMarketplace listing.

**BUILD YOUR CATALOGUE**

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Step 3: Add details of your merchant account so you can take online payments.

**ENTER YOUR MERCHANT ACCOUNT**

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Step 4: Configure how you will receive your purchase orders and the email address these will be sent to.

**CONFIGURE INCOMING ORDERS**

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Step 5: Complete setup by sending a test transaction, and apply for your listing to be published.

**MANAGE YOUR MARKETPLACE MEMBERSHIP**

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*Your myCareSupermarket personal Control Centre walks you through 5 simple steps to get online*

A merchant account is a type of bank account that allows businesses to accept payments by payment cards, typically debit or credit cards. Providers of this capacity include SagePay, WorldPay, PayPal and many more. If you don't currently have a merchant account ready to accept online payments then we can help set this up for you.

### **In conclusion**

The care sector is changing with new pressures and opportunities. Those needing care and their relatives, are increasingly demanding the ability to purchase care products and services via the web, with the simplicity they've come to expect from online shopping and booking sites. Suppliers need new ways to simplify their processes, reduce costs and improve cash flows. myCareSupermarket offers an innovative way to meet the needs of customers and suppliers.

**Visit [www.mycaresupermarket.com](http://www.mycaresupermarket.com) and join myCareSupermarket TODAY!**