



Unimercato Marketplace Guide

For Buyers, Suppliers, and Logistics Partners

For Buyers

1. Registration

To begin using our platform, register as a Buyer by completing the sign-up form. Kindly provide some additional information via email:

- Company information
- Experience in the European fresh food trade
- Types of goods you specialize in
- Any current product requirements or restrictions (geographical or otherwise)

2. Browsing & Filtering Products

You can browse available products through the **Menu**, **Home page**, or **Search bar**. Use the **Filters** to narrow results by:

- Delivery location
- Country of origin
- Packaging type
- Product size
- Other relevant criteria

Products are listed in order of **lowest price first**.

3. Participating in Auctions

Interested in a product? Join the **daily auction**, held normally from **10:00 AM to 4:00 PM CET**. For some products, different time frames apply and all participants will be informed accordingly. Auction results are published **immediately after the closing time**.

4. After a Successful Bid

If your bid is successful:

- We will contact you directly to **confirm delivery details, payment terms, and any other preferences**.
- Once all terms are agreed with the **Supplier and Transporter**, we oversee the entire fulfillment process to ensure smooth delivery.

5. Quality Control & Disputes

Upon delivery, you have **24 hours (excluding weekends)** to perform quality control. Any disputes or claims must be submitted within this window.

Note: Unimercato does **not** handle payment agreements or disputes. All financial arrangements are settled **directly between Buyers and Suppliers**.

For Suppliers

1. Registration

Register as a Supplier by completing the sign-up form. Please also provide:

- Company details
- Experience in the European fresh food trade
- Types of goods offered and current availability
- Any relevant restrictions (geographical or logistical)

2. Daily Pricing Submission

Each morning before the auction begins, we will reach out to:

- Request your **product pricing**

- Use your data to calculate a final price for Buyers, based on **DAP Incoterms** (including transport costs)

3. Auction Priority

We prioritize Suppliers offering **competitive pricing**.

Auctions begin with products from the **most affordable producers**.

4. After a Successful Bid

Once a Buyer accepts your offer:

- We will contact you to **confirm the order, payment terms, and shipment details**
- We maintain real-time coordination between you, the Buyer, and the logistics partner until the goods are delivered.

5. Quality Control & Disputes

Buyers are entitled to **24 hours (excluding weekends, public holidays)** to perform quality checks after delivery.

Any disputes must be submitted during this period.

- We work to ensure disputes are handled fairly and objectively
- Depending on location, Unimercato may assist with **on-site quality verification**

Note: Unimercato does **not** facilitate or manage payment terms or financial disputes. These are handled directly between you and the Buyer.

For Logistics Partners

1. Registration

To join our network of logistics providers, please:

- Submit your company details via our sign-up form
- Email us at **contact@unimercato.com** with:
 - Experience in Pan-European transport
 - Fleet details (number and types of trucks)
 - Availability
 - Any operational restrictions (geographic or otherwise)

2. Daily Rate Requests

Each day before **9:00 AM CET**, we will contact you to request transportation rates.

Rates should include:

- Full delivery from **Supplier centers** to major **European trading hubs**. This is for to calculate the final pricing used for calculating Buyer cost under **DAP Incoterms** (freight + goods).

3. Prioritization & Payment

- Carriers offering the **lowest rates** are given **priority**.
- Once a rate is accepted, the **Buyer is invoiced** directly for the transport cost and is fully responsible for payment.

4. Operations & Coordination

Once a deal is confirmed, we coordinate with:

- You (Logistics partner)
- The Buyer
- The Supplier
- Customs Brokers (as needed)


We ensure **real-time communication** from loading to delivery to guarantee smooth operations.

5. Return Cargo Support

We leverage our Pan-European network to help you find **return cargo** opportunities, improving route efficiency and profitability.

Questions or Support?

For assistance, please contact:

 contact@unimercato.com

