

SUPPLY — EXECUTIVE BRIEFING

Supply Acquisition Briefing

Where sellable stock actually comes from

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
SAB-27-067	December 2027	Supply	6	Illustrative sample

The read

Most listings come from occasional sellers and most sellable stock comes from repeat ones. The acquisition programme targets volume of sellers, which produces listings that do not sell and a catalogue that looks larger than it is.

74% Of listings from occasional sellers	68% Of completed sales from repeat sellers	11% Of sellers who are repeat	0 Programmes targeting repeat sellers
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THE DATA SUPPORTS

- 01 Repeat sellers producing better-selling stock.
- 02 Higher grading accuracy among repeat sellers.
- 03 Faster listing-to-sale for the same categories.

IT DOES NOT SUPPORT

- 01 Occasional sellers being unprofitable — they are, marginally.
- 02 Any category explanation for the difference.



What is actually being sold.

THE ITEM · MCLEUKER HOUSE SET

SO WHAT

The programme optimises for the number of sellers and the business runs on the quality of listings. Those are different objectives and only one of them is measured.

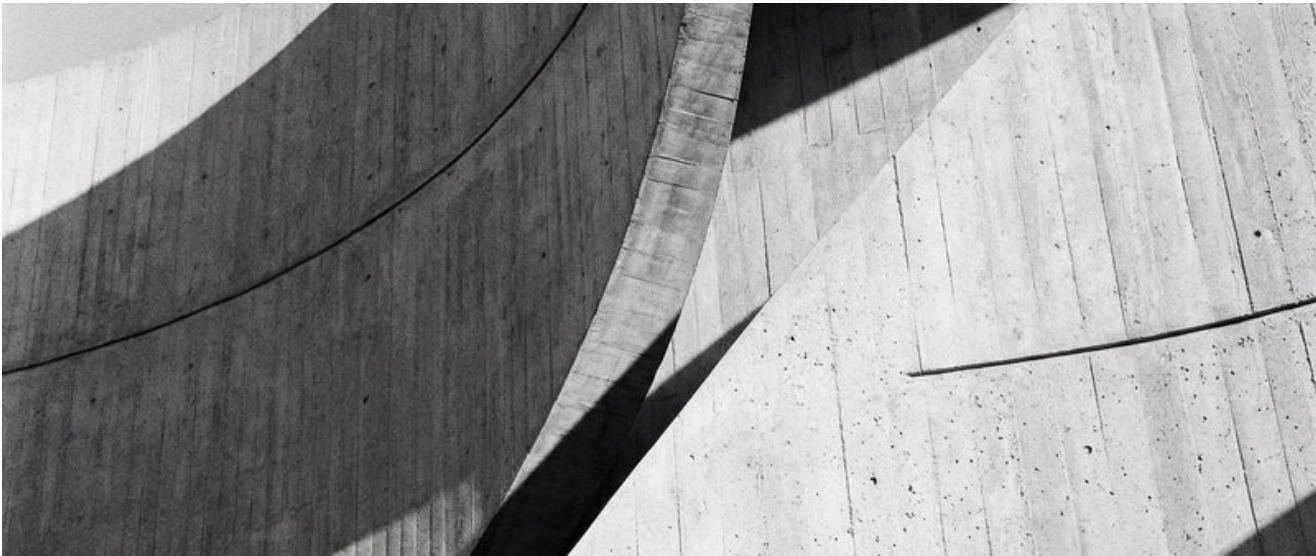
Who supplies

BY SELLER TYPE

TYPE	SHARE OF SELLERS	SHARE OF LISTINGS	SHARE OF SALESSELL-THROUGH
Repeat	11%	26%	68% High
Occasional	89%	74%	32% LOW

SALES BY SELLER TYPE

Share of completed sales.



Where the value is created, or lost.

THE GRADE · MCLEUKER HOUSE SET

SO WHAT

Eleven per cent of sellers produce two-thirds of sales. Acquiring more of the other 89% grows the catalogue and not the business.



One of one, photographed once, sold once. Everything about this listing has to be right the first time.

MCLEUKER HOUSE SET

What makes a repeat seller

WHAT DISTINGUISHES THEM

Grading accuracy	Materially higher — fewer disputes
Photography	Consistent, multiple frames
Category focus	Narrower, and they know it
First-listing experience	Sold within fourteen days
Not assessed	Whether a fast first sale causes repeat behaviour or reflects better stock

SEQUENCE

NOW	Report sales by seller type, not listings by seller The measured objective is the wrong one.
+ 1 MO	Target the first-listing experience Every repeat seller sold their first item quickly.
+ 3 MO	Re-read progression from first to second listing The same shape as a customer cohort curve.

SO WHAT	Every repeat seller sold their first item within fourteen days. Whether that causes the behaviour or reflects better stock is unknown, and it is the question worth answering next.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Report sales by seller type rather than listings	Supply Director	31 Dec	The programme keeps optimising catalogue size
Target the first-listing experience specifically	Product Lead	31 Jan	Repeat sellers keep emerging by accident
Establish whether a fast first sale is causal	Data Lead	31 Mar	An intervention is built on a correlation
Set repeat-seller rate as a programme objective	Supply Director	31 Dec	Seller count stays the target

SOURCES AND BASIS

Listings and completed sales — our own platform data over the period stated.
Seller classification — our own definitions, unchanged over the period.
Dispute rates — our own resolution records.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Supply Acquisition Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.