



This manual is a reference guide for use by fishcommex traders.

Further support can be obtained on our website [www.fishcommex.com](http://www.fishcommex.com) and email: [support@fishcommex.com](mailto:support@fishcommex.com)

## Step 1: Registration

All Traders (Sellers; Buyers and Service Providers) must register as a fishcommex Trader by accessing our site [www.fishcommex.com](http://www.fishcommex.com), reading our Terms, and completing and submitting our Registration Application under Register.

Please complete all applicable details, tick acknowledgement of Terms, and submit the form. This form is then submitted electronically to fishcommex for processing. Alternatively the registration form may be printed, signed and faxed to +27 21 6702052.

Please note that by submitting the registration form, Traders warrant that they have read the Terms and agree thereto. Once a Trader is approved, they will receive their Login Details (User Name and Password) via e-mail. Trading may now commence.

## PC Trading

## Step 2: Login

Traders may login to fishcommex by entering their Login Details a personal computer (PC) with internet access as follows:

**User Name:** tuna3 **Password:** d8P73g **Select:** Buyer/Seller

**Submit**

Please note that Login details are case -sensitive.

Thereafter various options appear along the top of the view for Traders to view or place/select Bids (Buyers) or Lots (Sellers).

## Step 3: Placing Lots (Sellers)

To load product Lot details onto the fishcommex.com trading platform, Sellers will click on Add Lot, and complete the various options describing the product on the fishcommex.com screen interface such as:

**Description and Assortment, Grade, Quantity, Collection Point, Timing, Reserve Price, Transport options**, and then submit these to the site.

It is essential that Seller properly describes and grades product, to avoid any disputes. [support@fishcommex.com](mailto:support@fishcommex.com) will facilitate the exchange of digital photographs and all relevant documentation (permits, health certificates etc.) to assist in this regard. Trader password must be re-entered to validate Lot addition.

Product is now live on auction to all fishcommex traders!

## Step 4: Placing Bids (Buyers)

Buyers will be able to instantly see the various Lots on sale on fishcommex as they are loaded, or may elect to be notified of specific products coming on sale via SMS and/or email.

By selecting View available items Buyers will be able to view available Lots and select items of interest to bid on.

Buyer will enter bid details, and submit for processing. Fishcommex will automatically auction Lots, and notify Seller of top Bids periodically. Seller may then accept or reject Bids for Lots or part-Lots, and the Lot quantity will be dynamically updated.

In Reverse Auction option, Buyers will select product details and price, and submit to fishcommex via the Add Bid function. These "orders" will automatically be matched with Seller Lots where applicable, or fulfilled by Sellers viewing Reverse Auction information. Various logistic options will be available from fishcommex Service Providers at quoted rates, for Buyers to contract.

At this stage Seller has sold this product and Traders are legally bound, subject to actual stock correlating with description upon verification. The Buyer has a specified time frame (local – 1 hour / International 24 hours) to effect payment (which is held in trust), or product is put back on sale.

### Step 5: Fulfilment

Buyer and Agent (Service Provider where applicable) are then notified of their obligations to collect or receive stock, as specified by the INCO terms. As stock is collected/received, Buyers agent will verify stock, and notify fishcommex.com of product compliance to listed description. Seller will receive payment transfer notice and be notified thereof via SMS, and stock is released to Agent.

### Step 6: Description dispute

If stock does not match description listed by Seller, a dispute may arise, which may be attended to by a designated fishcommex.com inspector at additional cost to both parties (see Terms). Alternatively a compromised price may be agreed between Buyer and Seller.

Traders' grading will be affected by unsuccessful trades, so remember to trade cautiously when describing (Sellers) or verifying (Buyers) stock. Repeated discrepancies and/or rejections may result in Trader suspension from fishcommex.

Your fishcommex grading and Trader number is the only information that other Traders see!

Also see [Terms and Conditions](#).

## Cell-Phone Trading

### Step 2: Login

Traders may login to fishcommex by entering their Login Details using a cell-phone as follows:

**UserName:** tuna3 **Password:** d8P73g

**Submit**

Thereafter a welcome message will indicate that the trader has successfully logged onto fishcommex.com.

### Step 3: Enter Catch/Product

To load product Lot details onto the fishcommex.com trading platform, Cellphone users will submit a market code (marcode) which will tell fishcommex the minimum information required to load the product for sale. fishcommex.com will offer an SMS template, upon which the various fields may be altered and submitted.

Typically a marcode for 120 kilograms B Grade Yellowtail at Reserve price of R10.50 will be:

Marcode sequence = **Boat ID; Harbour; Description (Yellowtail); Quantity (Kg); Grade (eg. B); Arrival (Hours); Reserve Price.**

ie. **Description.pdg Quantity.120 Grade.b Arrival.1.5 Price.10.5 Submit.**

**Product is now live on auction to all fishcommex traders!**

Descriptions of the Handline Assortment are available on the Categories page, and the complete Description list is available when logged into fishcommex.com, or upon request at support@fishcommex.com

### Step 4: Buyers

Buyers may elect to be notified of specific products coming on sale via SMS.

### Step 5: Bidding

Buyer will Select Lot and Input Price, and Submit.

Fishcommex will automatically auction Lots, and notify Seller of top Bids periodically.

Seller may then accept or reject Bids for Lots or part-Lots, and the Lot quantity will be dynamically updated.

**Cellphone Sellers will be notified and accept Bids as follows:**

**Receive: Lot: 459: Bid 214: 20@10 : Bid 217: 60@10.75 (60KG@R10.75)**

**Reply:** 217\_Y (Bid 217 Accepted)

At this stage Seller has sold this product and Traders are legally bound, subject to stock correlating with description upon verification. The Buyer has a specified time frame (local - 30 minutes / International 24 hours) to effect payment (which is held in trust), or product is put back on Sale.

## Step 6: Fulfilment

Buyer and Agent (Service Provider where applicable) are then notified of their obligation to collect or receive stock.

**As stock is collected/received, Buyers Agent inputs verification of stock as follows:**

Login (see Step 2)

**Send:** 217\_A (Bid 217 Accept)

Seller will receive payment transfer notice and be notified thereof via SMS, and stock is released to Agent.

## Step 7: Description dispute

**If stock does not match description listed by Seller, the sale may be rejected as follows:**

(**Send:** 217\_R).

**Alternatively a compromised price may be agreed between Agent and Seller, and entered as follows:**

**Send:** 217\_A\_10.25

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WCE has developed fishcommex.com to provide fishing industries with an independent, transparent trading tool that traders trust, allowing them to do the best, market-related deal.