

# Invoicing and Fulfillment Strategies

When a digital creates a article various decisions have to be made which define the invoicing and fulfillment strategy.

## Using own articles

These article have been self-created and have not been imported from 3rd party digitals. In this case the local digital does warehousing, sales, fulfillment and invoicing of the goods. No 3rd party is involved.

## Using articles of 3rd parties

When articles of a 3rd party are used, the local digital needs to define the intermediary business strategy, which can be:

If the local digital decides to eventually advertise the product with his catalogs but does not want to do the local stockpiling, he has these intermediary business strategies:

- **Internal use** - this product is not to be redistributed to other partners
- **Non-commercial** - this is the default strategy of b-op which enables transparent markets. This enables the customer to directly contact the ultimate supplier and request the supplier of the good to purchase it there directly.
- **Commercial strategy** - this is a strategy which allows making money out of information / e.g. trade, commission fees, curation fees, ...

## Commercial business strategy

When the marketplace business strategy is applied, the using party has to define the **applicable invoicing and fulfillment strategy**.

### Available invoicing strategies

The user must pick one of those

- **regular invoicing to customer [default]** - the customer will receive a bill from the catalog providing digital
- **comission invoicing to customer** - the customer will receive a commission fee invoice from the catalog providing digital
- **commission invoicing to article source** - the supplier will receive a commission fee invoice from the catalog providing digital

### Available fulfillment strategies

This user must pick one when creating a new product. This only impact of this option button is to create the default fulfillment flow.

- **regular fulfillment by digital [default for own articles]** - the customer will receive a

goods defined by the fulfillment flow setting

- **fulfillment by article provider [default for 3rd party articles]** - the supplier ships the product to the customer



This setting just creates default fulfillment flows according to the setting. The effective flow is driven by the defined fulfillment flow.

## Related articles

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