

Virtual market

Forty-nine of the world's leading food, beverage and consumer products companies have joined hands to form the largest business-to-business (B2B) e-market place 'Transora.com.' The new company is the first of its kind owned by the consumer products industry. Transora will help consumer products companies across the world to streamline business transactions with their buyers, suppliers and distributors through the Internet. Transora's services will span the entire supply chain – from suppliers to manufactures to retailers – and provide procurement, vendor and product catalogues, on-line order management, supply chain collaboration and financial services. The companies have committed nearly US\$250 million for funding Transora. (CBI News Bulletin, July/August 2000)