



Moosemarket.ca

Meet Maple the Moose. Maple is 100% Canadian and loves Canadian made products!

Welcome to selling on Moose Market

It's no secret: Canada is in a trade war. As Canadians we need to support ourselves. at Moose market, we obsess over Canadian made goods. If you are a new entrepreneur or a long time seasoned Canadian company, Moose Market is the platform to sell your products. If your are a Canadian artisan, Maple Moose wants you and so do Canadian consumers. Whether its any artwork, handcrafted jewelry or a home woodshop designing great products produced from Canadians. Canadian consumers will support a central marketplace where they do not have to search or guess if the product is a Canadian product. Our customers want a trusted destination where they can purchase a wide variety of Canadian goods—which is what makes Canadian sellers like you so important. Moose Market will always be looking for ways to add value for our customers and be Canada's most customer-centric company. As a Moose market seller, you take part in offering those customers better selection, better prices, and a top-notch customer experience.

Who we are!

Moose Market is managed by Royal Birkdale Sales & Marketing Inc. A 2nd generation family owned business started in a small office space on Avenue Rd in Toronto back in 1982.

We have become experts in the retail landscape of North America. Including the evolution of online marketplaces.

MooseMarket.ca is proud to announce Canadian hockey legend **Doug Gilmour** as the official spokesperson for its mission-driven platform — dedicated exclusively to showcasing and selling **Canadian-made products** coast to coast.

Known for his storied NHL career, his leadership as captain of the Toronto Maple Leafs, and his 2011 induction into the Hockey Hall of Fame, **Doug Gilmour** brings more than celebrity status — he brings a legacy of Canadian grit and heart.

“Choosing Canadian products isn’t just smart, it’s patriotic,” said Gilmour. “This is about Canadians standing up for Canadians, and I’m proud to be part of it.”

Market – Over 40 million Canadians

As of November 2024, Canada had 51,703 employer establishments in the manufacturing sector, and 42,167 non-employer or indeterminate establishments.

Manufacturing accounts for approximately \$174 billion of our GDP.

The Moose Market edge

When you start selling on Moose Market, you become part of a retail destination that's home to sellers of all kinds, from Fortune 500 organizations to artisan vendors who make handcrafted goods. They will all sell here for a reason: to reach the millions of Canadian customers looking for your Canadian made product.

- Amazon Canada announced in April 2019 that over 30,000 Canadian small and medium-sized businesses from across the country collectively exceeded over \$900 million in sales on Amazon.ca stores in 2018. Moose Market intends to take a big bite out of this American powerhouse marketplace. It is Canadians supporting Canadians.
- SUPPORT CANADA!

FAQ:

Is Moose Market right for my business?

The short answer is: yes. The largest household brands sell on Moose Market. So do emerging brands that will pop on your radar soon. Small and medium-sized businesses thrive here. Whatever your business is—and whatever size it is—we're excited for you to grow with us. Find your fit and start selling today.

Before you start selling

How to register

Moose Market has a single selling plan for ease of use for all our sellers.

Simply fill out our [registration form](#) and product submission form submit for approval.

The only perimeter is that you are a Canadian company selling Canadian goods. If you fit in this perimeter, Moose market is the place for you to promote and sell your products to Canadians.

Canadian goods are defined as made in Canada, product of Canada or prepared in Canada. Product images will be required with clear images of product origin.

Once your products have been confirmed and approved, you are able to list live on Moosemarket.ca.

That's it.

Did you know:

What you'll need to get started

In order to complete your registration, make sure you have access to:

- Bank account number and bank routing number
- Government issued national ID
- Tax information
- Phone number

How much does it cost to sell on Moose market?

There are a few different types of selling fees you might pay, depending on your selling plan and the types of products you sell.

[Selling fees](#)

These fees are charged per item sold, at Moose Market we do not believe in difficult or numerous selling fees. At Moose market there is only the [referral fee](#). (which are a percentage of the selling price and vary depending on the product's category).

Shipping fees

As a Moose Market seller, you have the option of drop shipping from your own facility or choose [Fulfillment by Maple \(FBM\)](#). If you ship from your own facility you can choose to use your own shipping company or take advantage of Moose Markets special rates. If you choose our professional FBM service, Moose Markets special shipping rates apply to ensure your product get to the customer quickly and affordably.

FBM fees

For products that Moose Market fulfills for you (known as Fulfillment by Maple, or FBM), there are fees for order fulfillment, storage, and optional services.

[Learn about FBM](#)

Review the fees that may be associated with your account.

What is My Store?

Once you register as a Moose Market seller, you'll have access to your My Store account.

Think of My Store as your go-to resource for selling on Moose Market. It's a portal to your Moose Market business and a one-stop shop for managing your selling account, adding product information, making inventory updates, and finding helpful content to help you navigate your Moose Market business. It's also where you list all your products.

Below are a just few of the things you can do from My Store.

- Keep track of your inventory and update your listings from the Inventory tab.
- Download custom business reports.
- Use customer metrics tools to monitor your seller performance.
- Contact Moose Market Support.
- Keep track of your daily sales for all the products you sell on Moose Market.

Don't have an Moose Market seller account yet?

[Fill in this registration form](#)

Once you have completed this registration form, you will be receiving an email regarding your application approval and password resetting within 3 to 5 business days. If approved, you will be receiving your product uploading instructions and your My Store Setting set up.

How to list products

Listing your first product

Once approved to sell a product on Moose Market, you must then create a product listing. Either match an existing listing (if somebody else is already selling the same product on MM), or create a new listing (if you are the first or only seller).

Sellers will submit their completed brand/product submission forms using our convenient upload feature. Sellers can start with one or a few items to start and have the option of adding products at any time moving forward. It is best to start with a few items to get you started, you want to start with your best-selling items. Then gradually add remainder of your products.

Once you successfully submit your product, it will become available to both B2C and B2B customers. This enables you to extend the reach of your offers from a single account and without any additional fees.

Sell to both B2B and B2C customers with one account

Once you successfully list your product, it will become available to both B2C and B2B customers. This enables you to extend the reach of your offers from a single account without any additional fees.

What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Moose Market uses these product IDs to identify the exact item you're selling. If you match a listing, you won't need to provide a product ID since it already exists. If you're adding a product that's new to Moose Market, you may need to purchase a UPC code or request an exemption. Exemptions can be given for certain scenarios such as artisans.

In addition to a product ID, here's some of the important information that goes into each product listing:

- SKU
- UPC
- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords

What are restricted product categories?

- It's important that customers are able to shop with confidence on Moose market, which is why some product categories (like certain grocery or automotive products) are known as "restricted product categories." Moose Market might require performance checks, additional fees, and other qualifications in order for you to sell certain brands or list items within restricted categories. You'll be able to request approval by email.

[Restricted products link](#)

[Restricted coins link](#)

Successful listing = successful launch

Following best practices for adding listings can have a big impact on their success. Make it easy for shoppers to find your offers by adding descriptive titles, clear images, and concise feature bullets to your items. Avoid these things that could negatively impact your launch:

Variation issues

Products that vary only by color, scent, or size might be a good candidate for listing as variations. Ask yourself if the customer would expect to find the products together on the same page. If not, list them separately.

Image compliance

Your images must be at least 500 x 500 pixels (increase the size to 1,000 x 1,000 for high-quality listings) and set against a plain white background. The product should fill at least 80% of the image area.

Product IDs

Make sure you're meeting the requirements for product SKUs, UPCs and GTINs (Global Trade Item Number). Consistency in these codes helps promote confidence in the range of products shown in the Moose Market catalog.

The product detail page

Home / Cloth / Women's Puff Sleeve Dressy Tops Keyhole Business Casual Blouses Work Fall Clothes

1

2

3

4

Women's Puff Sleeve Dressy Tops Keyhole Business Casual Blouses Work Fall Clothes

SKU: Cloth0001

- Materials: womens tops made of stretchy and breathable fabric, skin-friendly and soft to wear. It arrived in a vacuum bag so there may be some wrinkles, but it's all good after a wash.
- Unique Metal Clasp: long sleeve shirt women with metal clasp offers a stylish and chic look. You can hook it to make a round neck with a keyhole or unhook it to make a sexy v-neck.

Popular Item

\$23.99

5

Color:

Black

Blue

White

6

Size:

Small

- 1 +

Add To Cart

Buy Now

✕ Add to compare

♡ Add to wishlist

Share: f X @ in

13 People watching this product now!

Courier delivery

Our courier will deliver to the specified address

7 Days

Free

DHL Courier delivery

DHL courier will deliver to the specified address

3-5 Days

Free

Payment Methods:

Pay

Master

VISA

Amex

Apple

Google

Description

7

Date First Available : July 29 2023

Place of Business : shenzhen shi buminguelli fushi youxiangongsi

ASIN : B0CB7NGKGT

Department : womens

Specification

8

General

Weight

0.24 kg

Dimensions

30 × 24 × 1.7 cm

Color

Black, Blue, White

Size

Small, Medium, Large

Fabric type

80% Rayon, 15% Polyester, 5% Spandex

Care instructions

Machine Wash

Closure type

Pull On

Neck style

Scoop Neck

A product detail page is where customers view a product sold on Moose Market. It's where customers can find all the relevant information about a particular item.

As you're building your product detail pages, try to think about what will best help customers find your products, discover answers to their questions, and make a purchasing decision. Aim for the ultimate customer experience by making your listings concise, accurate, and easy to understand.

1. Title

Maximum 40 characters. Capitalize the first letter of every word.

2. Images

Use 500 x 500 or 1,000 x 1,000 pixels to improve listing quality.

3. SKU

SKU number for products are mandatory.

4. Product Short Description

Summarize this product in 1-2 sentences. Use short, descriptive sentences highlighting key features and benefits.

5. Price

Price of this product. Make sure have considered all costs associated with shipping and fees to ensure your items are profitable and competitive.

6. Variations

Such as different colors, scents, or sizes.

7. Descriptions

More details about this products. Keywords improve the chances that people will find your listing.

8. Specifications

For example: Weight, Dimensions, Color, Size, Fabric Type, Care Instructions, Closure Type, Neck Style.

How to deliver products

Selecting the right fulfilment option

Moose Market sellers have two options for getting shoppers their stuff: You can do it yourself, maintaining your own inventory and shipping products to customers (merchant-fulfilment), or have Moose Market take responsibility for packaging, labeling, and shipping products through [Fulfilment by Maple \(FBM\)](#). Each method has its own set of benefits—you just have to decide which one is right for your business.

If you're fulfilling your own orders

Merchant-fulfilled just means you store and ship products directly to customers yourself. It's important to determine if you can price items profitably.

The benefits of Fulfilment by Moose Market

Moose Market is opening fulfillment centres in Western, Central & Eastern Canada. With FBM, you get to store your stuff on those shelves. You also get Moose Market's world-class customer service and returns.

Minimum shipment for FBM is one pallet (can be combined product). You can choose to only ship to one of our Moose Market fulfillment centres to save on your shipping costs. Moose Market will consolidate your product with other Moose market vendors to distribute your product(s) to each Moose Market distribution centre to ensure all Canadians can enjoy your products with the minimal amount of shipping costs.

Did you know:

How Fulfilment by Maple (FBM) works

You've made your first sale. What's next?

Managing your Moose Market business

Your first sale is a big milestone—but it's just the beginning of your growth opportunities selling on Moose Market. You want to sell to Canadians and Canadians just showed they want your product on Moose Market. Once your store is up and running, there are a few important things to keep in mind.

Performance metrics (and why they matter)

Moose Market sellers operate at a high standard so we can provide a seamless, delightful shopping experience. We call it being customer-obsessed, and as an Moose Market seller it means keeping an eye on these key metrics:

- Order defect rate (a measure of a seller's customer service standards): < 1%
- Pre-fulfilment cancel rate (initiated by the seller before shipment): < 2.5%
- Late shipment rate (orders that ship after the expected date): < 4%

You can keep tabs on your performance and make sure you're meeting your targets in My Store.

Customer reviews

Customer product reviews are an integral part of the shopping experience on Moose Market, and they benefit both customers and sellers. Make sure you're familiar with the right way and wrong way to get more product reviews and avoid policy violations.

Moose Market jargon:

Opportunities for business growth

This is only the beginning

The moment you're selling on Moose market is the moment you can start growing your Moose market business. Once you've launched your business, Moose Market has tools in place to help you take your business to the next level (or the next couple of levels), and supporting our Canadian economy.

Advertising

Moose market's advertising solutions create new ways for you to reach and engage shoppers, regardless of whether they're just starting to compare products, or ready to make a purchase. Ads show up right where customers will see them (like the first page of search results or product detail pages).

[Moose Market Advertising Rates](#)

Moose Market Stores

Stores are custom multipage shopping destinations for individual brands that let you share your brand story and product offerings. (And you don't need any website experience to use them.)

Promotions and coupons

Customers want to save, and promotions are an incentive to make a purchase now. You can offer percentage or money-off discounts with digital coupons.

Moose Market Business

Becoming a seller on Moose Market enables you to reach B2C and B2B customers from the beginning of your seller journey. Once you add listings, both customer segments will engage with your offers, enabling you to maximize the potential of a single seller account.

What makes a great seller?

A checklist for growth

Opportunities for growth are all around you—but here are a few things to try in your first 90 days as an Moose market seller.

Keep an eye on your account health in My Store

Use Fulfilment by Maple or self-fulfill

Advertise your listings or offer deals and coupons

Expand your selection by listing more products

Your first 90 days

The first three months after you launch your Moose Market business are an important time for establishing practices that will boost your performance from there on out.

FBM features and services

As part of Fulfillment by Maple (FBM), you have access to optional features and services to help you manage and grow your business. FBM fees cover the cost of storing your products in Moose market's fulfillment centers; picking, packing, and shipping orders; and providing customer service for products sold.

FBM features

Moose Market provides customer service on your behalf when you sell products through FBM.

FBM services

Moose Market Canadian partnered carriers offer discounted rates for shipping your inventory to fulfillment centers.

Have Moose Market fulfill orders for inventory that you sell on your own website and other channels.

Moose Market will apply barcode labels to your inventory for you. A per-item fee applies.

Moose Market will prepare your inventory so it meets FBM prep requirements. A per-item fee applies.

Moose Market will repackage your eligible FBM items that buyers have returned so the items can be resold. Not applicable for all items.

Placing inventory closer to customers in multiple fulfillment centers across the country is critical to delivering products faster and at a lower cost. The FBM inbound placement service for standard and large bulky sized products is included in FBM service to allow you to sell to each region with the least possible shipping fees.

If you do not provide box content information when you ship inventory to FBM, Moose Market will manually process your boxes at the fulfillment center. A per-item fee applies.

Scan & Label allows you to scan your products using a barcode scanner, and then print and apply labels one at a time, making it easier to ensure the right label is applied to the right unit.

We offer discounted shipping rates and quick shipping times to your customers.

Minimum shipment to our FBM warehouses: 1 pallet (typically)

Pallet can be combined product.

CHEP pallets only accepted.