



SIROOP

is Switzerland's first open online marketplace. Local, regional and national merchants and manufacturers can offer their products on the platform, as can pure-play e-commerce providers or shops without their own online offering.

www.siroop.ch



Market position

Switzerland's first open online marketplace



Number of POS

203 pick-up points



Online shop

Over 1 million items from 500 merchants, home delivery and collection and return facility at 203 pick-up points



Number of employees

177



Vision

Siroop wants to become the most relevant and popular Swiss online marketplace and offer its customers an unrivalled online shopping experience



Offering

Wide range in the areas of Baby & Toys, DIY & Garden, Computer & Electronics, Food & Beverages, Media & Entertainment, Fashion & Accessories, Beauty & Health, Sport & Leisure and Living & Home



Services

For buyers: Customer service via hotline, e-mail and Whatsapp, collection and return at pick-up points, free returns, standard shipping costs for all merchants
For merchants: Provision of the sales platform, marketing and additional services (assumption of payment risk, access to the pick-up network and to logistics services)

Supplement to factsheet, 15 May 2018:

On 1 May Coop took over Swisscom's 50% equity stake in the online marketplace Siroop. Coop is planning to merge Siroop with its own distribution channel Microspot to form a single brand in order to benefit from synergies and exploit additional growth potential. Sales via www.siroop.ch are due to be discontinued at the end of 2018.