

# Forget bust, net survivor is booming



**James Riley**  
• E-commerce

AUSTRALIAN electronic procurement specialist Marketboomer — one of the few e-commerce survivors of the dot-com bust — will expand its operations to Europe, Asia and the US over the next 18 months.

Marketboomer, which sells goods and services to the hospitality industry through an internet-based e-commerce portal, has attracted interest from several multinational hotel chains wanting to assist its expansion into overseas markets, managing director David Mayman said.

The privately held firm, founded in the late 90s, yesterday passed \$65 million in sales through the website. More than \$30 million of that was generated in the past 12 months.

Having signed chains like Hyatt and the Intercontinental group as clients, Mr Maynard said the multinationals were seeking similar services in overseas markets.

At least one international chain had expressed interest in taking an equity stake in the company as a part of any overseas expansion, which Mr Maynard said would start with a European presence within nine months.

Andrew Wilson, the director of procurement for the Intercontinental group, which operates Holiday Inn, said the company had procured food and beverages through Marketboomer in the 13 properties it owns, realising cost savings of between 12 and 15 per cent. The group plans to roll the system out to more than 50 properties under management.

**Delivering the goods:** Intercontinental Group's Andrew Wilson, left, receives a case of wine from Marketboomer's David Mayman

Picture: Bob Finlayson