

WELCOME

DAY 43/100

DIGITAL MASTERY CHALLENGE

DATE: August 25, 2020, TUESDAY

TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR

E-COMMERCE

Mastery

DAY 04



WHAT IS E-COMMERCE MARKETPLACE?





The E-commerce marketplace or the online e-commerce marketing is a place or a website where one can find different brands of products



Coming from multiple vendors, shops or person showcased on the same platform.

**The marketplace owner is responsible
for attracting customers and the
processed transactions**



While the third party vendors deal with the manufacturing and shipping.



The background features a collage of three major e-commerce logos. On the left, a large blue 'F' logo for Flipkart is set against a yellow background. In the center, the word 'amazon' is written in a grey, lowercase font on a black background, with a small orange arrow pointing from the 'a' to the 'z'. On the right, the word 'eBay' is displayed in a colorful, stylized font (red 'e', blue 'B', yellow 'a', green 'y') on a white background.

amazon

**Companies like Amazon, eBay, and
Flipkart (India)**


The background features a collage of logos. On the left, a large blue Facebook 'f' logo is partially visible against a yellow background. In the center, the word 'amazon' is written in a grey, lowercase, sans-serif font on a black background. On the right, the word 'eBay' is written in a colorful, stylized font with 'e' in red, 'B' in blue, 'a' in yellow, and 'y' in green, set against a white background.

amazon

**Have experienced massive success in
the eCommerce marketplace business**

```
elif _operation == "MIRROR_Z":  
    mirror_mod.use_x = False  
    mirror_mod.use_y = True  
    mirror_mod.use_z = False  
elif _operation == "MIRROR_Z":  
    mirror_mod.use_x = False  
    mirror_mod.use_y = False
```

**The entire marketplace
runs on one software
infrastructure**



**Allowing all the vendors to
sell their goods under the
umbrella of one website.**

In terms of revenue, these companies take a percentage of the sales on any product sold across the platforms.

REVENUE






TYPES OF ONLINE *MARKETPLACE*

BUYER-ORIENTED E-MARKETPLACE




A close-up photograph of a person's hands. The left hand holds a white smartphone, and the right hand holds a gold credit card. In the background, a laptop is visible on a table, and the setting appears to be a cafe or office with warm lighting.


This marketplace is run by a body of buyers who want to establish an efficient purchasing environment.



SUPPLIER-ORIENTED E-MARKETPLACE

A close-up photograph of a person's hands. The left hand holds a white smartphone, and the right hand holds a gold credit card. The background is a blurred cafe interior with warm lighting, a white cup on a saucer, and a laptop keyboard visible at the bottom. A semi-transparent white text box is overlaid on the lower half of the image.

This marketplace is operated by a large group of suppliers for establishing an efficient sales channel

A close-up photograph of a person's hands. The left hand holds a white smartphone, and the right hand holds a gold credit card. The person is wearing a light blue button-down shirt. In the background, a laptop is open on a table, and a white coffee cup is visible. The scene is brightly lit, suggesting an indoor setting like a cafe or office.

And increase their visibility and get leads from a large number of potential buyers.



Vertical and Horizontal **E-MARKETPLACES**





Vertical e-marketplace provides online access to businesses vertically across every segment of a particular industry sector



INDEPENDENT E-MARKETPLACE

A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The scene is brightly lit, likely by natural light from a window, creating a warm, golden glow. The background shows a desk with some papers and a plant, but it is out of focus. The text is overlaid on a semi-transparent white box in the center of the image.

It is usually a business to business online platform operated by a third party and is open to buyers and sellers from a particular industry.

A person wearing a red top is holding a black smartphone in their right hand and a bright green shopping bag in their left. The background is a blurred indoor setting with warm, yellowish lights. A light blue oval is overlaid on the left side of the image, containing the text.

**BENEFITS OF
MARKETPLACE
ECOMMERCE**

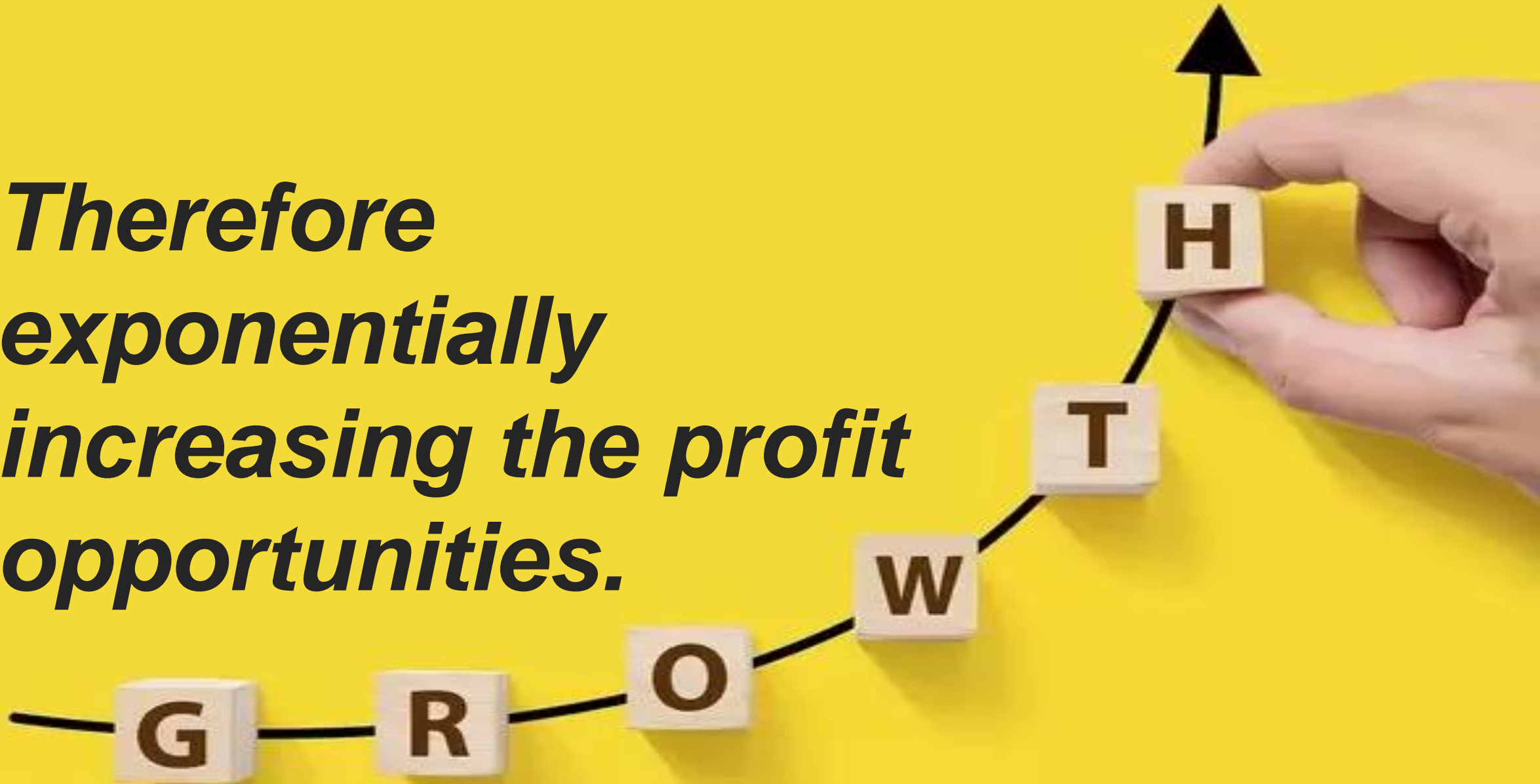
A woman with blonde hair, wearing a white t-shirt, is sitting at a wooden desk. She is looking down at a laptop computer. On the desk, there is a white pot with green grass-like plants, a smartphone, and a coffee cup. The background is a bright, slightly blurred indoor setting.

BUSINESS BENEFIT

A marketplace allows the business or platform operators to charge a cut on the products that the vendors sell



***Therefore
exponentially
increasing the profit
opportunities.***



**E-marketplaces
provide a
transparent
purchasing
process as factors**



**All are accessible
on a single
platform in an
open environment.**





Time constraints for trading across geographies is eliminated because of the online platform which operates round the clock

BENEFITS FOR BUYERS






The buyers get a wide variety of options on products to compare on a single website.



Thus helping them find the most reasonable price for the best quality product.




Real time updated information on the price and availability makes it easier for the buyers to get the best deal.




The buyers can find trusted established vendors and build a trading partnership by dealing exclusively with them.

BENEFITS FOR SELLERS





Smaller stores can align themselves with these larger businesses and gain visibility through their fulfillment options.



Regular exchange of quotes between the new and the old vendors is possible,



**Thereby
streamlining
and
maintaining-
standardization.**



The platform acts as an additional sales channel to market and sell their products.

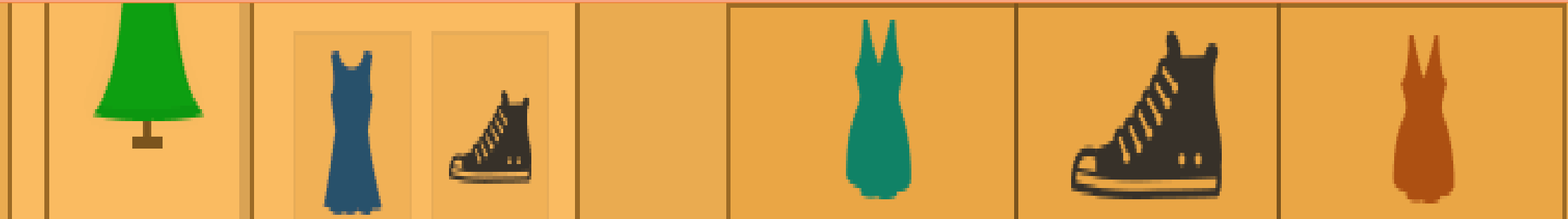


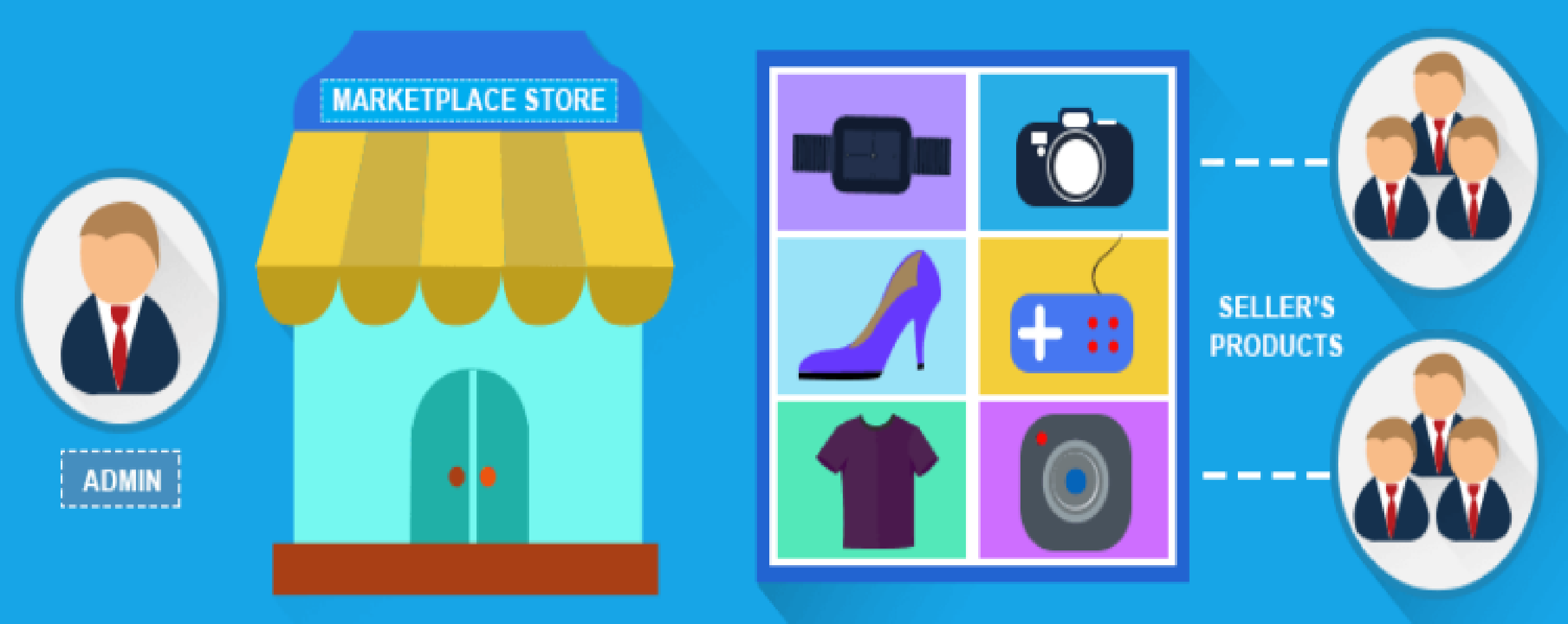
Enables oversea sales by providing opportunities to trade in the international e-marketplace





E-COMMERCE MARKETPLACE CHALLENGES AND SOLUTIONS





SELLER AND BUYER RETENTION



**CONNECTING BUYERS WITH
RELEVANT SELLERS**



**BUYERS TRUSTING THE
SELLERS**

**FIRST
IMPRESSION
IS THE BEST
IMPRESSION**



Price competition can pose a problem





**QUALITY ASSURANCE CAN ALSO BE
AN ISSUE**



ONLINE MARKETPLACE BUSINESS MODEL



Your online marketplace business model will impact how you will earn revenue and profit



And how your merchants will earn revenue and profit, as well.



It's a fundamental aspect of every online marketplace and one that you should decide on before you launch.



The different types of online marketplace business models:



COMMISSION-BASED BUSINESS MODEL:

```
mirror_mod = modifier_ob...
set mirror object to mirror_
mirror_mod.mirror_object =
operation == "MIRROR_X":
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
operation == "MIRROR_Y":
mirror_mod.use_x = False
mirror_mod.use_y = True
mirror_mod.use_z = False
operation == "MIRROR_Z":
mirror_mod.use_x = False
mirror_mod.use_y = False
mirror_mod.use_z = True
```

This is the most common type of online marketplace business model

```
OPERATOR CLASS
types.Operator):
X mirror to the selected
object.mirror_mirror_x"
mirror X"
(context):
context.active_object is not
```

```
mirror_mod = modifier_ob...
set mirror object to mirror_
mirror_mod.mirror_object =
operation == "MIRROR_X":
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
operation == "MIRROR_Y":
mirror_mod.use_x = False
mirror_mod.use_y = True
mirror_mod.use_z = False
operati...
```

It's an ideal business model because you're guaranteed to earn revenue from each transaction

```
types.Operator):
X mirror to the selected
object.mirror_mirror_x"
mirror X"
(context):
context.active_object is not
```



```
mirror_mod = modifier_ob.  
set mirror object to mirror_  
mirror_mod.mirror_object  
operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation == "MIRROR_Z":  
mirror_mod.use_x = Fal
```


*It also builds trust within
merchants and customers*

```
OPERATOR CLASSES  
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"  
mirror X"  
context):  
context.active_object is not
```

MEMBERSHIP

**Membership/
Subscription Fee
Business Model:**





```
mirror_mod = modifier_ob...
set mirror object to mirror_
mirror_mod.mirror_object =
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mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
operation == "MIRROR_Y":
mirror_mod.use_x = False
mirror_mod.use_y = True
mirror_mod.use...
```

This business model sets up your online marketplace so that each merchant or customer pays a membership fee in order to sell or buy on the online marketplace.

```
types.Operator):
X mirror to the selected
object.mirror_mirror_x"
mirror X"

(context):
context.active_object is not
```



LISTING FEE BUSINESS MODEL



By using this business model your online marketplace will charge merchants a fee for listing their goods or services on your online marketplace.



When using this business model, the customer posts a good or service they're looking for and merchants pay a fee in order to bid for the work.

FREE

-MIUM

FREE

-MIUM

FR


FREEMIUM BUSINESS MODEL


```
mirror_mod = modifier_ob...
set mirror object to mirror_
mirror_mod.mirror_object =
operation == "MIRROR_X":
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
operation == "MIRROR_Y":
mirror_mod.use_x = False
mirror_mod.use_y = True
mirror_mod.use_z = False
```

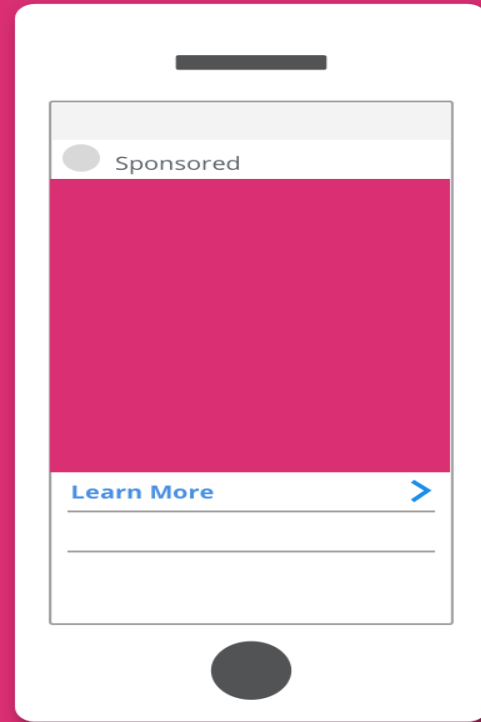
When using this business model, merchants and customers can use the online marketplace for free, and

```
types.Operator):
X mirror to the selected
object.mirror_mirror_x"
mirror X"

(context):
context.active_object is not
```



The online marketplace will offer other services to the merchants and customers can purchase that boost the value of the online marketplace.



Featured Listing & Ads Business Model



```
mirror_mod = modifier_ob.  
set mirror object to mirror_  
mirror_mod.mirror_object  
operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation == "MIRROR_Z":
```

When using this business model, merchants can often list their goods or services for free on an online marketplace

```
OPERATOR CLASSES  
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"  
mirror X"  
context):  
context.active_object is not
```


**ANY
COMBINATION OF
THESE BUSINESS
MODELS**



Balance the best interests of not only the revenue you earn but also the best interests of merchants and customers.



**Finding that balance can be tricky
but when you do it's worthwhile.**





CREATE A GREAT ONLINE MARKETPLACE USER EXPERIENCE



A large part of creating a great online marketplace includes creating a great user experience.



**If users can't use
your online
marketplace they'll
simply go
elsewhere.**

The goal of your online marketplace should be to make it as easy as possible for customers and merchants to connect with one another so a transaction can take place.



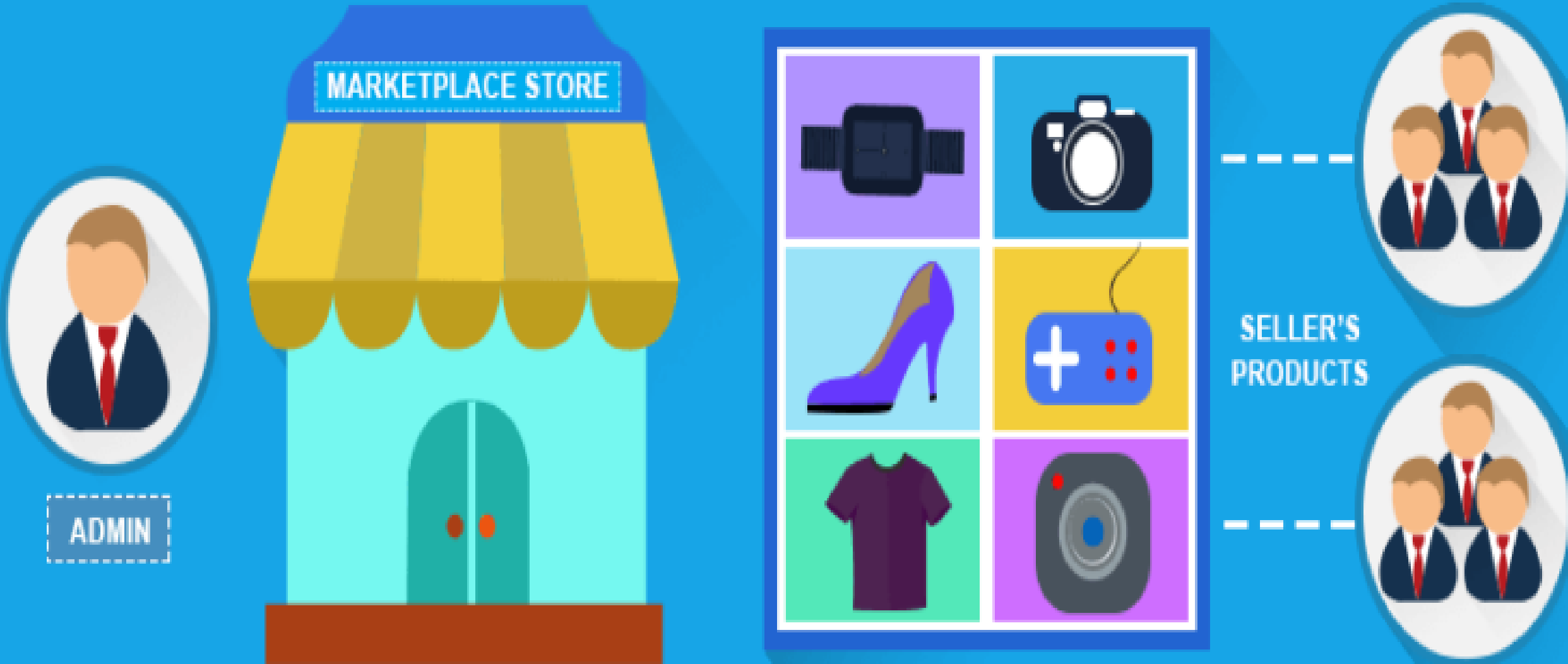


There are some important aspects you can integrate into your online marketplace to help make this as efficient as possible:

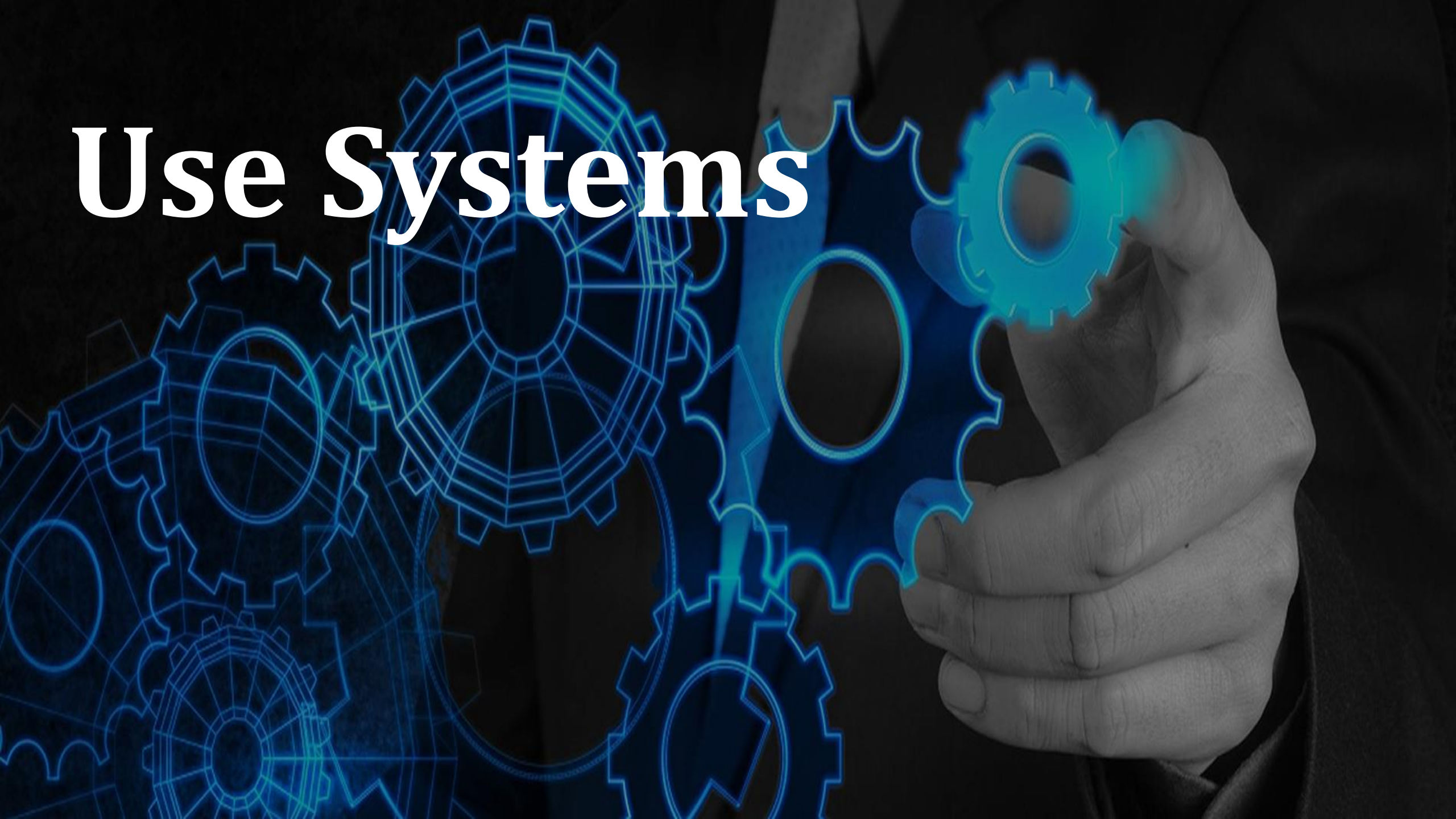
A magnifying glass with a wooden handle is positioned over an open book. The book's pages are visible, and a pair of glasses is resting on the pages in the background. The scene is dimly lit, with a warm, golden light highlighting the magnifying glass and the book's pages.

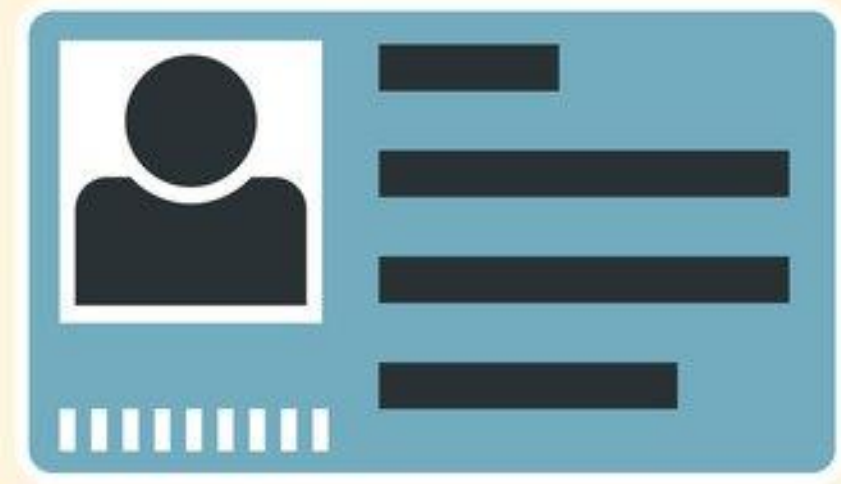
Have a Smart Search Function

Make Your Marketplace Browse-able



Use Systems





Merchant & Customer Profiles


***Mandatory
Listing
Information***



***BEST
PRACTICES FOR
LAUNCHING
YOUR ONLINE
MARKETPLACE***



**BEST
PRACTICE**

A photograph of a rocket launch. The rocket is ascending vertically, leaving a bright, glowing trail of fire and a large plume of white smoke. The launch is set against a clear blue sky. In the foreground, the dark, silhouetted branches of a tree frame the top and left sides of the image. Below the launch, a body of water reflects the bright light of the rocket's exhaust. The background consists of a dense line of green trees along the water's edge.

When it comes to bringing your online marketplace to life, **your launch will play a role** in how your marketplace continues to progress over the course of its lifetime.

It is important to build trust within each and every user that enters your website as soon as you launch.





Trust in your marketplace is ultimately what's going to make it successful in the long run



Focus on building trust within the visitors on launching day as they experience your online marketplace.




STRATEGY

Tactics to instill trust in visitors to your online marketplace include:



TACTICS

A man in a dark suit, white shirt, and purple tie is holding a white rectangular sign with his right hand. The sign contains the text "Make a good first impression".

Make a
good first
impression



**Have
Inventory
Ready to Sell**



Be Transparent



be
honest



Allow Reviews

The background of the image is a blurred screenshot of an eBay marketplace page. It shows various product listings with images, titles, and prices, but they are out of focus. The central focus is the eBay logo.

eBay

182 Million eBay Users



There are
182
million
eBay users worldwide.
(eBay, 2019)

34.9% eBay App users are - US mobile users

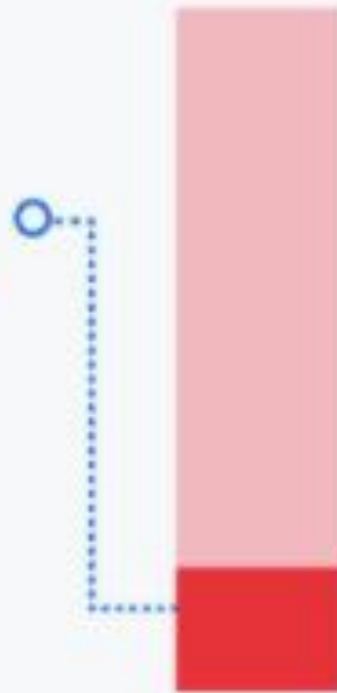


16.4% of items sold on ebay fall in the electronics and accessories category

16.4%

of items sold on eBay fall in the "Electronics & Accessories" category, the top-selling category.

(EdisonTrends, 2019)



1.3 billion listings on ebay

There are

1.3 billion

listings on eBay.

(eBay, 2019)



\$22 billion worth of goods



\$22 billion

worth of goods were bought
and sold on eBay's marketplace
platforms in Q4 2019.

(eBay, 2019)

More than 60% of eBay's marketplace GMV involves a mobile touchpoint



More than

60%

of eBay's marketplace GMV
involves a mobile touchpoint.

(eBay, 2019)

940,000 eBay sellers use the promoted listings

940,000

eBay sellers use the
“Promoted Listings” feature
on over 250 million listings.

(Marketplacepulse, 2019)



71% of ebay purchases are shipped for free



71%

of eBay purchases
are shipped for free.

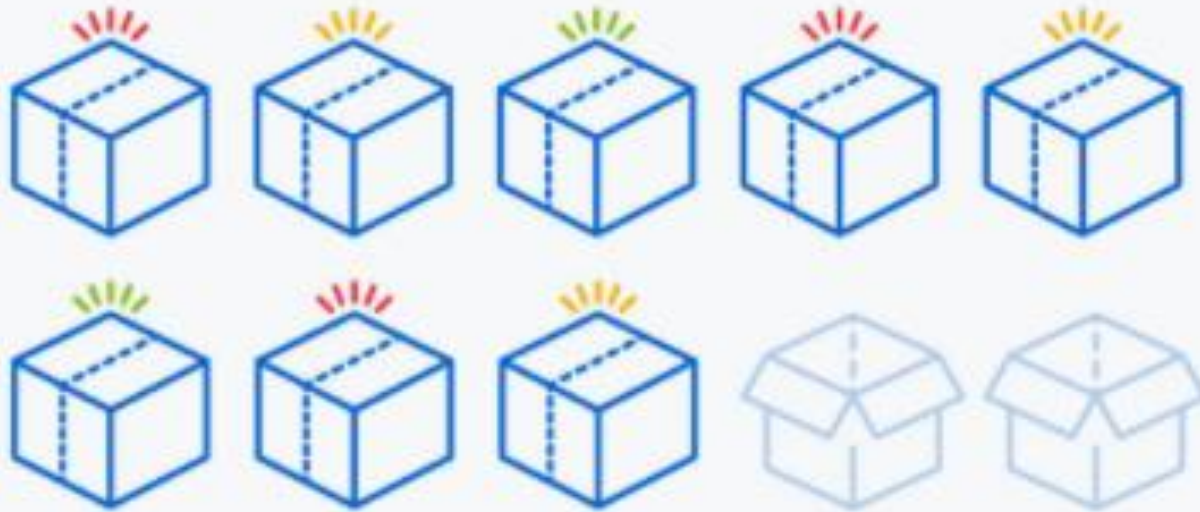
(eBay, 2019)

80% of goods sold on ebay are new

80%

of goods sold on
eBay are new.

(Prnewswire, 2018)



28% of eBay sellers are in the US

28%

of eBay sellers are
in the US.

(Statista, 2019)



WHAT IS AN EBAY STORE?



• **An eBay Store is your all-in-one online-business solution to get more out of the eBay marketplace and millions of buyers.**

[Home](#)

[♥ Saved](#)

[Electronics](#)

[Fashion](#)

[Health & Beauty](#)

[Motors](#)

[Collectibles](#)

[Sports](#)

[Home & Garden](#)

[Deals](#)

[Under \\$10](#)

**Sell your
products**

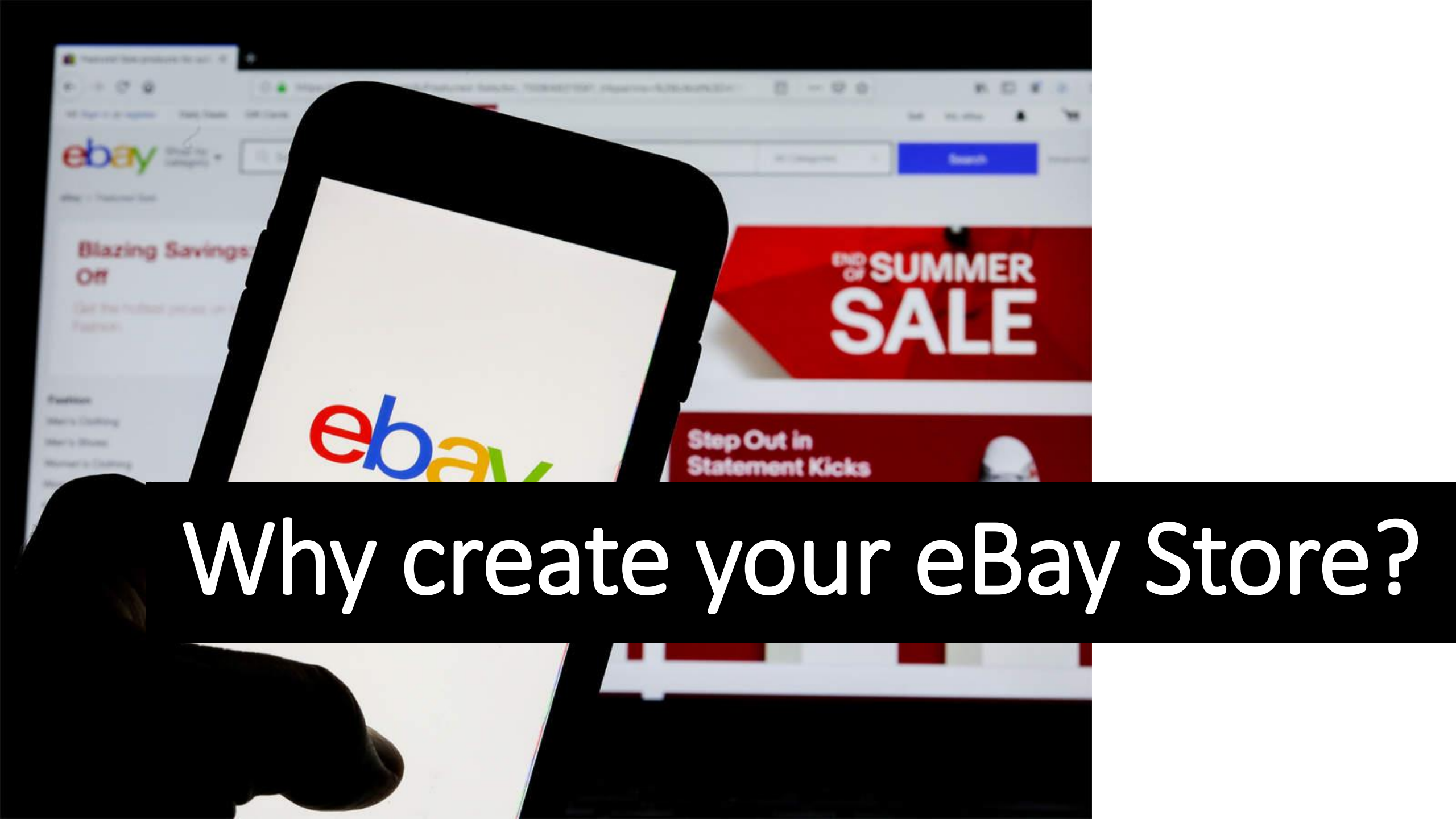
to 182 million customers across
190 Countries

[Sell Globally →](#)





- **Provide customization features to build a brand that keeps customers coming back.**



Why create your eBay Store?



Boost traffic. Drive buyers to your listings and Store

- **Brand yourself. Design a custom homepage to bring in new and repeat buyers.**

**PERSONAL
BRANDING**





- **Optimize listings. Use exclusive, powerful tools to optimize your listings.**



• Dedicated customer service. eBay Anchor Store subscribers have access to white-glove customer service.



BENEFITS THAT ADD UP



BENEFITS!

UNLIMITED



- **Unlimited insertion fee credits for auction listings that end in a sale.**

CLOTHES

Mother & Kids

Beauty & Health

Shoes

Clothing Accessories

Bags

Mens Clothing

Womens Clothing



•A coupon of up to \$50 toward eBay branded suppliers.



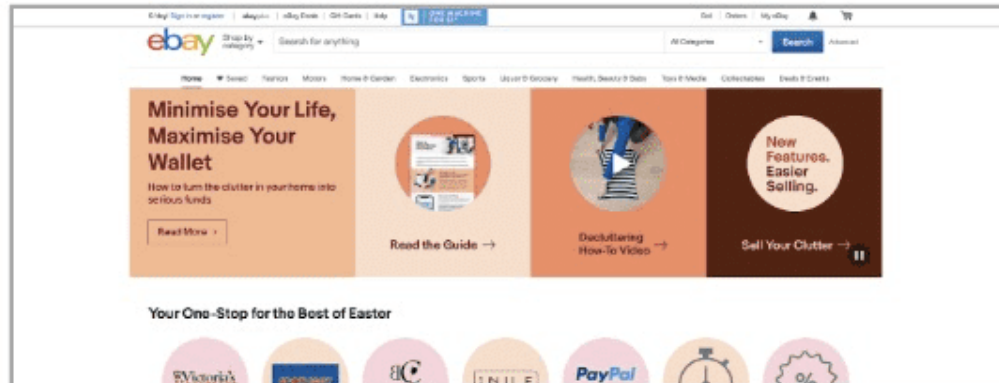


- **Access to Promotions Manager.**

Predictive Asset Prefetching

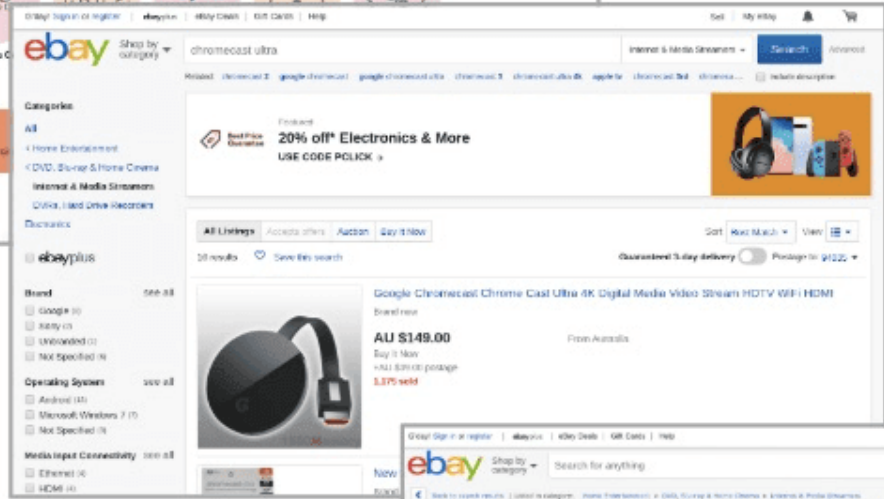


eBay are doing **predictive prefetching of static assets**. Home prefetches assets for Search. Search prefetches for Item



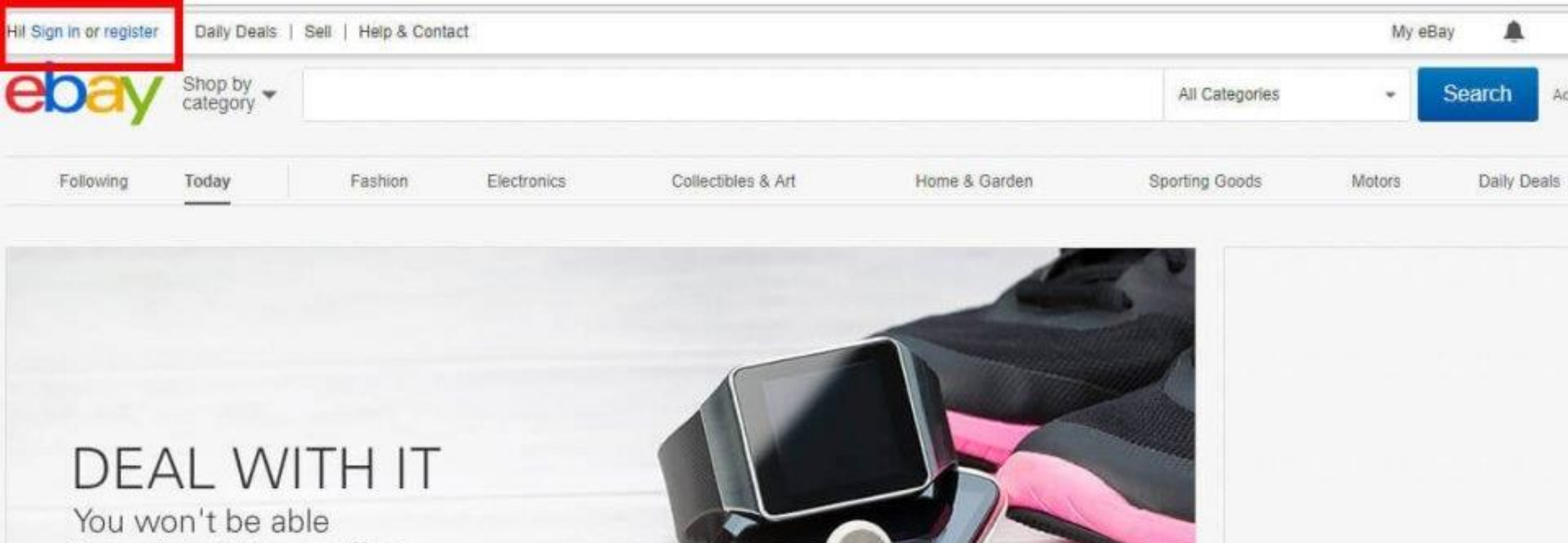
Home

Search



Item

Step-by-step guide to setting up your eBay store



Step 1: Opening an eBay business seller account



Shop by category

All Categories

Search

Advanced

Following

Today

Fashion

Electronics

Collectibles & Art

Home & Garden

Sporting Goods

Motors

Daily Deals

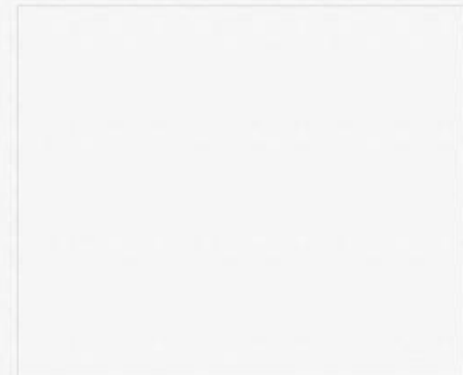
DEAL WITH IT

You won't be able to resist all these offers

Shop now



ebay deals

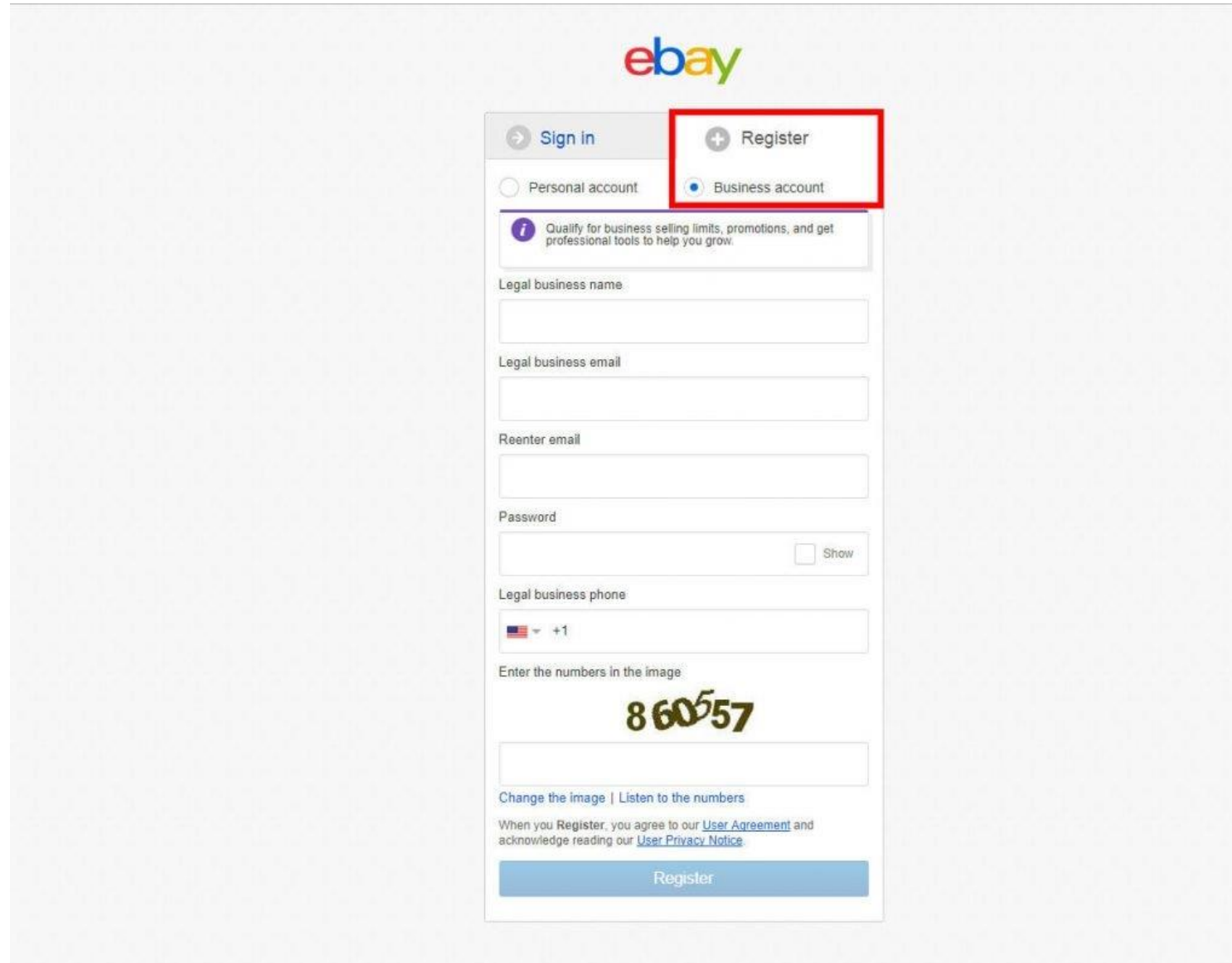


ebay
MONEY BACK GUARANTEE
Discover more >

Today's Featured Collections



Register



The image shows the eBay registration interface. At the top center is the eBay logo. Below it, there are two buttons: "Sign in" and "Register". The "Register" button is highlighted with a red rectangular box. Underneath these buttons, there are two radio buttons: "Personal account" and "Business account". The "Business account" option is selected and also highlighted with a red box. Below the radio buttons is an information icon and a note: "Qualify for business selling limits, promotions, and get professional tools to help you grow." The registration form includes several input fields: "Legal business name", "Legal business email", "Reenter email", "Password" (with a "Show" checkbox), "Legal business phone" (with a country code dropdown showing "+1"), and a CAPTCHA field with the image "860557". At the bottom, there are links for "Change the image" and "Listen to the numbers", a disclaimer about the User Agreement and Privacy Notice, and a blue "Register" button.

ebay

→ Sign in + Register

Personal account Business account

i Qualify for business selling limits, promotions, and get professional tools to help you grow.


Legal business name

Legal business email

Reenter email

Password Show

Legal business phone

 +1

Enter the numbers in the image

860557

[Change the image](#) | [Listen to the numbers](#)

When you Register, you agree to our [User Agreement](#) and acknowledge reading our [User Privacy Notice](#).

Register

Trending on eBay

NEW

01

Jimmy Garoppolo Jersey

The San Francisco 49ers' new starting quarterback Jimmy Garoppolo would lead the team to five straight wins following a 1-10 season. Of the top-selling NFL jerseys in 2017, Garoppolo was listed as No. 30.



3108

Searches



NEW Jimmy Garoppolo Jimmy G SF 49ers Adult NFL Jersey L, XL...

\$69.99



CUSTOM JIMMY GAROPPOLO JERSEY SIZE XL SAN...

\$45.00



Jimmy Garoppolo SF jersey - Salute to Service

\$72.00

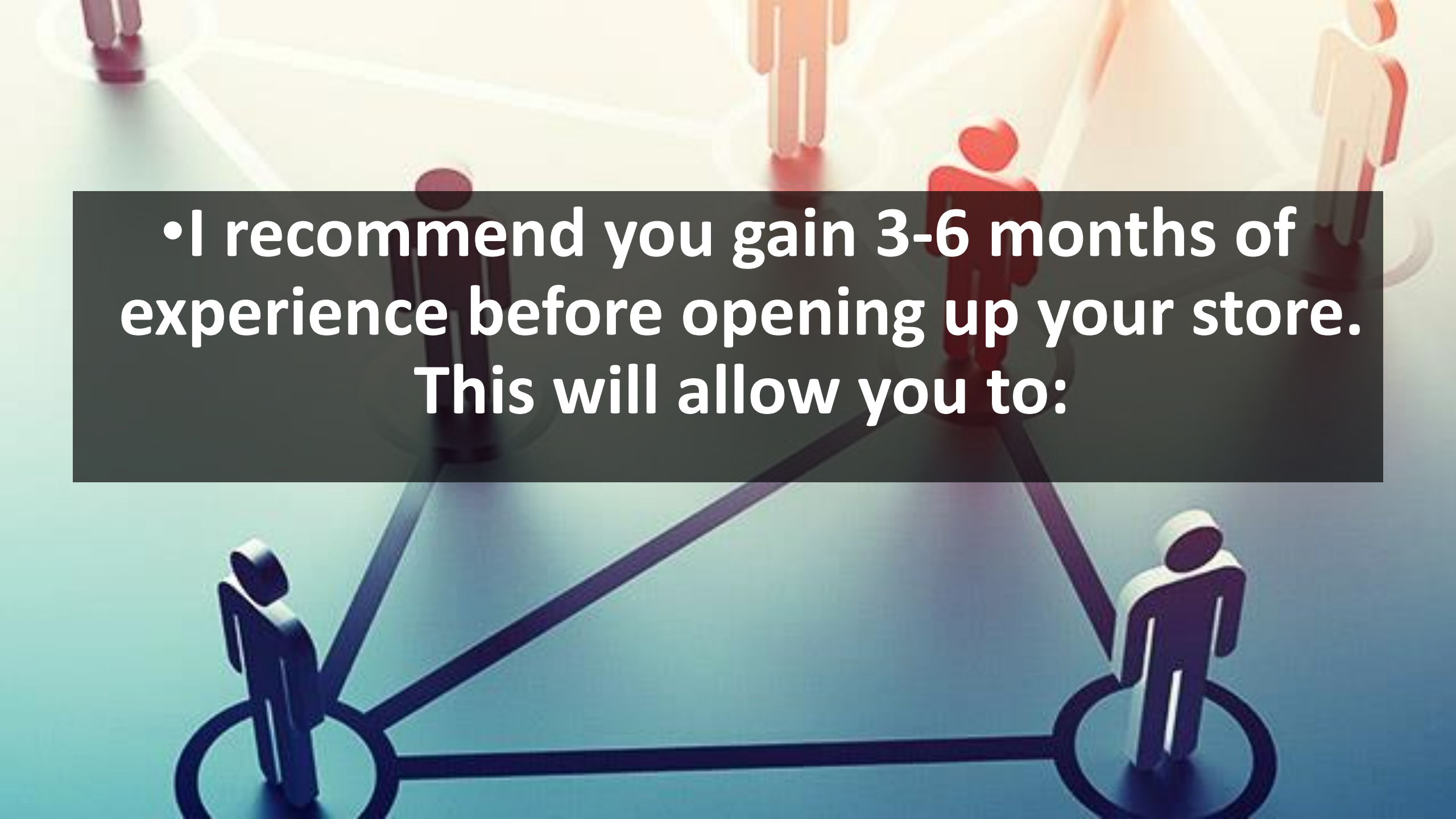


SF 49ers Jimmy Garoppolo LIMITED Jersey - WHITE


\$72.00

Step 2: Qualify to open a store





• I recommend you gain 3-6 months of experience before opening up your store. This will allow you to:

- 
- Learn about the buying and selling process
 - Allow you to hopefully receive positive buyer reviews and feedback
 - Do away with eBay restrictions for new sellers

Converting to an eBay Business Account

The screenshot shows the eBay user interface for a user named Aden Andrus (adenknia). The top navigation bar includes links for 'Daily Deals', 'Gift Cards', 'Help & Contact', and 'List. Sell. Get Paid.'. The user's profile is visible on the left, with options for 'Account settings' and 'Sign out'. The main content area is titled 'Personal Information' and contains a table of account details.

Hi Aden | Daily Deals | Gift Cards | Help & Contact | List. Sell. Get Paid. | Sell | My eBay | 13

Aden Andrus
adenknia (12 ★)

Account settings
Sign out

Search for anything | All Categories | Search | Advanced

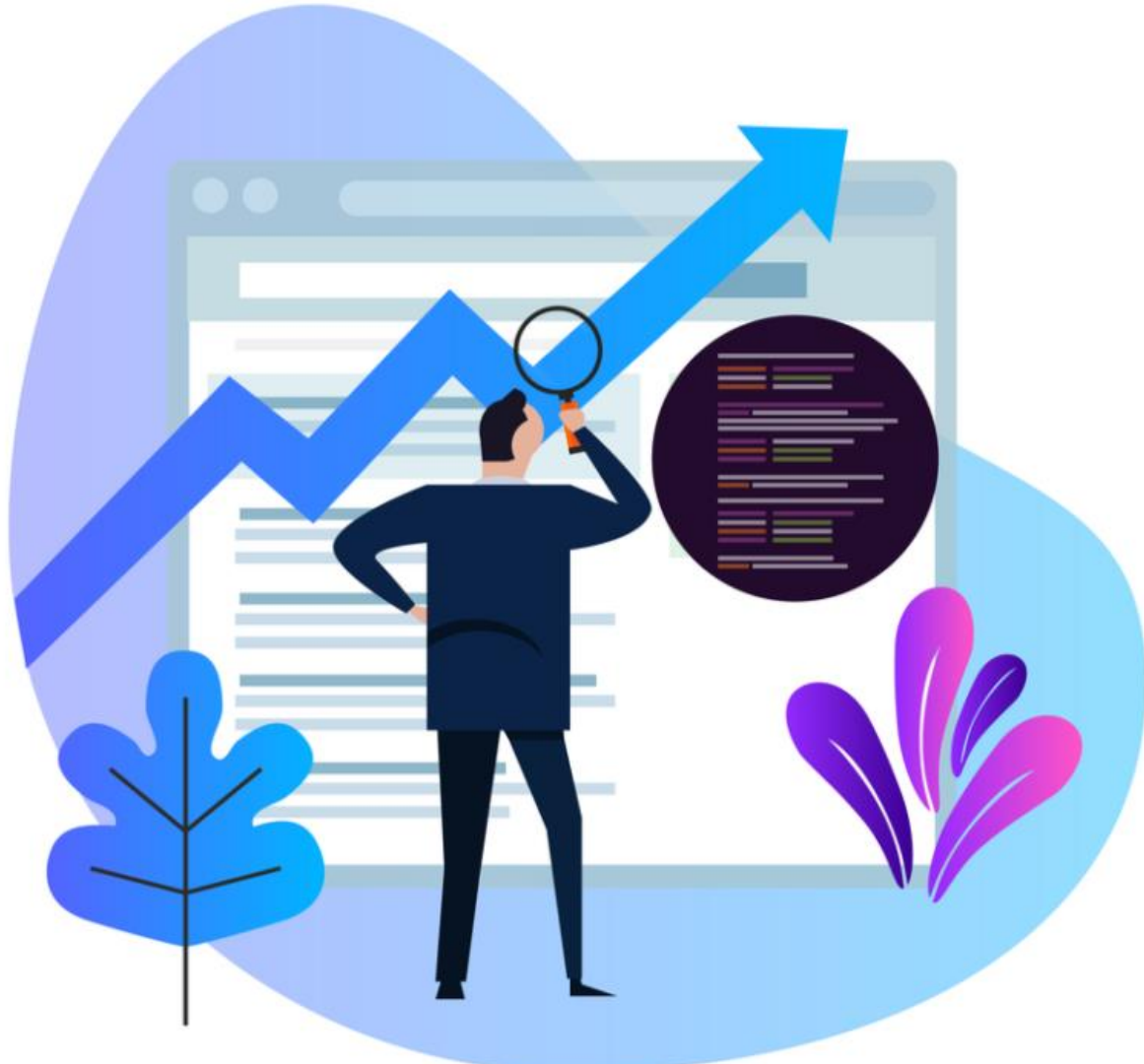
Activity | Messages | Account

My eBay Views

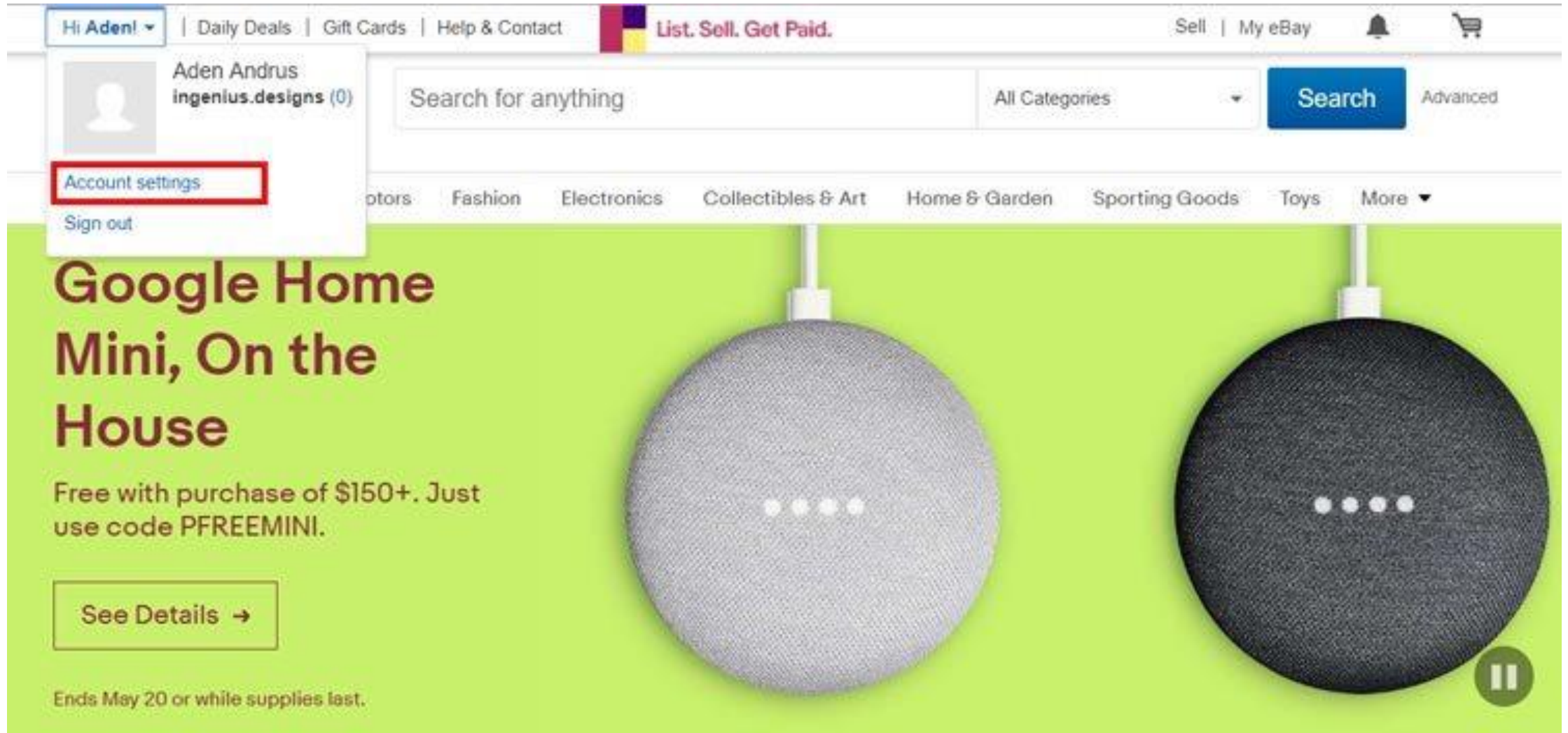
- My Account
 - Personal Information
 - Addresses
 - Communication Preferences
 - Site Preferences
 - Seller Dashboard
 - Feedback
 - PayPal Account
 - Donation Account
 - Subscriptions
 - Resolution Center

Personal Information		
Account Information		
Account type	Individual	Edit
User ID	adenknia	Edit
Password	*****	Edit
Telephone PIN	--	Create
Secret questions	****	Edit
About Me page	--	Edit

Step 3: Choose the right eBay store subscription



Click on account settings



The screenshot shows the eBay website interface. At the top, the navigation bar includes "Hi Aden!" with a dropdown arrow, "Daily Deals", "Gift Cards", "Help & Contact", the eBay logo, and the slogan "List. Sell. Get Paid.". On the right side of the navigation bar, there are links for "Sell", "My eBay", a notification bell icon, and a shopping cart icon.

Below the navigation bar is a search bar with the placeholder text "Search for anything". To the right of the search bar is a dropdown menu for "All Categories" and a blue "Search" button. Further right, there is a link for "Advanced" search.

Below the search bar is a horizontal menu with categories: "Motors", "Fashion", "Electronics", "Collectibles & Art", "Home & Garden", "Sporting Goods", "Toys", and "More" with a dropdown arrow.

The main content area features a promotional banner for "Google Home Mini, On the House". The banner has a green background and displays two Google Home Mini smart speakers, one in a light gray fabric mesh and one in a dark charcoal fabric mesh. The text on the banner reads: "Google Home Mini, On the House", "Free with purchase of \$150+. Just use code PFREEMINI.", and a button that says "See Details →". At the bottom left of the banner, it says "Ends May 20 or while supplies last." and there is a pause icon in the bottom right corner.

Overlaid on the top left of the page is a user account menu. It shows a profile picture placeholder, the name "Aden Andrus", and the username "ingenius.designs (0)". Below this, the "Account settings" link is highlighted with a red rectangular box. Another link, "Sign out", is visible below "Account settings".

Click on subscriptions

The image shows a screenshot of the eBay Seller Account page. At the top, there is the eBay logo, a search bar with the text "Search for anything", and a "Search" button. Below the search bar, the user's name "My eBay ingenius.designs" is displayed. The main navigation bar includes tabs for "Activity", "Messages (2)", "Account", and "Applications". The "Account" tab is selected, and the page title is "Seller Account".

The left sidebar, titled "My eBay Views", contains a list of links. A red arrow points to the "Subscriptions" link, which is highlighted in a grey box. Other links in the sidebar include "My Account", "Business Information", "Addresses", "Communication Preferences", "Site Preferences", "Manage communications with buyers", "Seller Dashboard", "Feedback", "PayPal Account", "Seller Account", "Donation Account", and "Resolution Center".



The main content area is titled "Seller Account" and features a yellow header for "Account Summary". Below this header, there is a table with the following data:

Latest statement amount:	US \$0.00
New Activity applied to the latest invoice noted above:	US \$0.00
Amount due as of May-15-18:	US \$0.00
New activity not yet invoiced:	US \$0.00
Current Balance:	US \$0.00

At the bottom of the "Account Summary" section, there is a link: "View: [All account activity](#) | [Fees](#) | [Credits](#) | [Payments and refunds](#)".

On the right side of the page, there is a section titled "Invoices". It contains the following text: "You don't have any invoices currently." Below this, it states: "Your preferences are not set to download invoices periodically (CSV format) [Change](#)". Further down, it says: "No files are available for download." At the bottom of the "Invoices" section, there is a "New: Personalize your invoice" notification with the text: "Now you can customize your invoice so it can help you determine your fees as a percentage of your sales. For example, you'll have the option to include shipping transactions with this calculation, as well as to group all your transactions in lots of different ways. [Try it now](#)".

Choose Package

Hi Aden! | Daily Deals | Gift Cards | Help & Contact | **List, Sell, Get Paid.** | Sell | My eBay |  

ebay Shop by category All Categories Advanced

Home > My eBay > My Account > My Subscriptions > Subscribe

Choose a Store subscription

Starter	Basic	Premium	Anchor	Enterprise
\$4.95/mo	\$21.95/mo	\$59.95/mo	\$299.95/mo	\$2,999.95/mo
with 1-yr plan* or \$7.95/mo without	with 1-yr plan* or \$27.95/mo without	with 1-yr plan* or \$74.95/mo without	with 1-yr plan* or \$349.95/mo without	with 1-yr plan*
For sellers who want an entry level solution.	For sellers who want lower selling fees.	For sellers wanting lower listing fees and more business tools.	For high volume sellers who want lower fees.	For sellers with very large catalogs that transact at the highest volumes.
<input type="button" value="Select and review"/>	<input type="button" value="Select and review"/>	<input type="button" value="Select and review"/>	<input type="button" value="Select and review"/>	<input type="button" value="Select and review"/>

Step 4: Choose your store name



http://www.|



Step 5: Design your eBay store

The screenshot displays the eBay storefront for 'DigitalGoja'. At the top, the eBay logo is on the left, and navigation links for 'Sign in or register', 'Daily Deals', 'Sell', and 'Customer Support' are on the right. A search bar is positioned below the logo. The main banner features a grid of various images, including a Ferris wheel, a boat, and a camera lens, with a diagonal text overlay that reads 'YOUR ONLINE SOURCE TO CAMERA AND PHOTO GEAR'. Below the banner, the store name 'DigitalGoja' is shown with a camera icon, a star rating of 99.8%, and a 'Follow' button. A search bar for the store and a 'Sign up for newsletter' link are also present. The 'Featured Items' section at the bottom displays four product listings: a 58MM UV CPL FLD Filter Kit for \$13.99, an Essential Lens Set & Filter Kit for \$89.99, a Filter kit UV ultraviolet FLD CPL for \$14.99, and another Essential Lens Set & Filter Kit for \$89.99.

Hi! Sign in or register | Daily Deals | Sell | Customer Support My eBay

Shop by category Search... All Categories Search Advanced

DigitalGoja
digitalgoja (83536) 99.8%
+ Follow 20 followers

Search within store...

[Sign up for newsletter](#) in titles & description

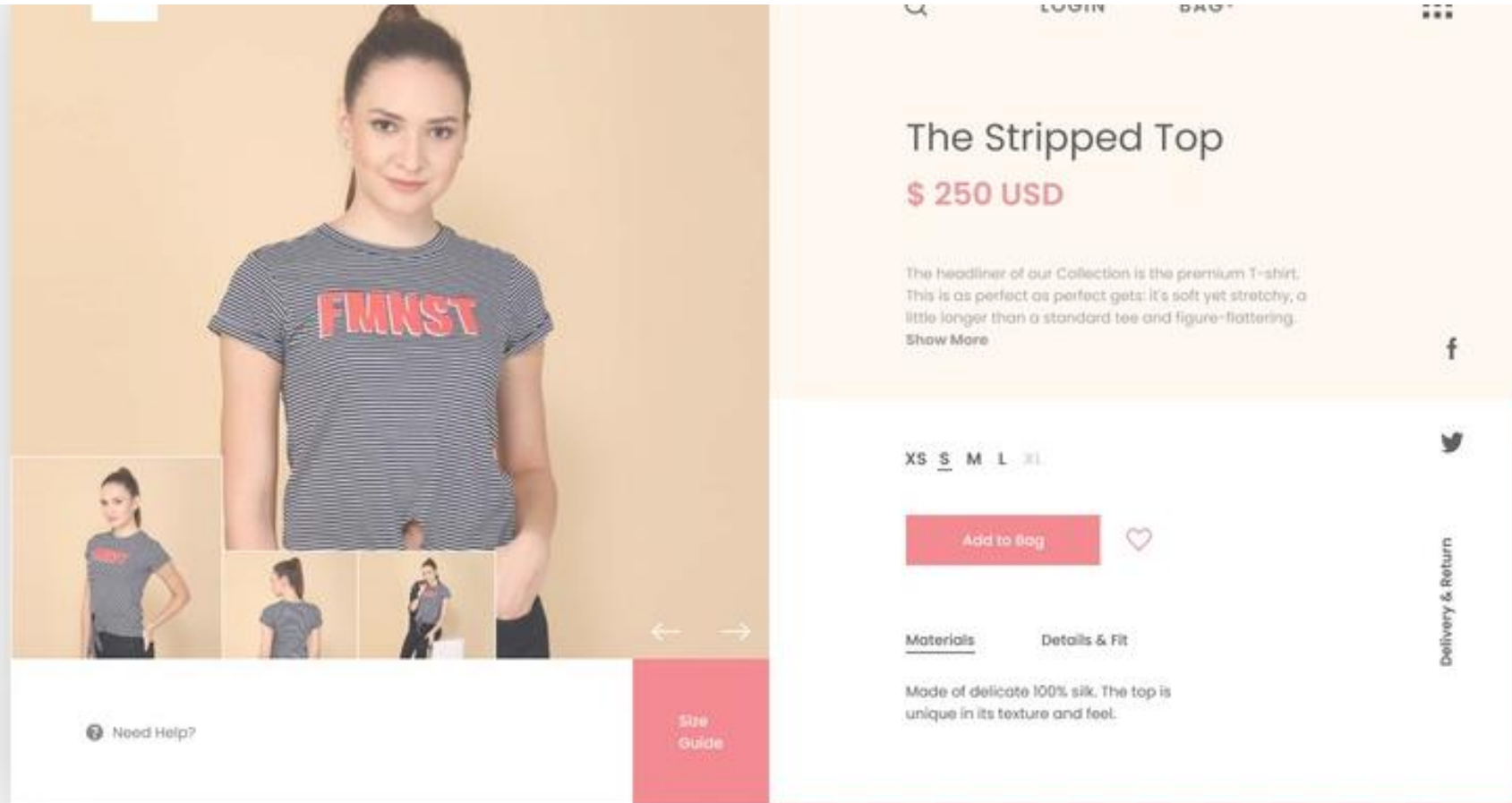
The perfect shop for video, photo, gadgets and more.

Featured Items

- 58MM UV CPL FLD Filter Kit + Le...**
\$13.99
- Essential Lens Set & Filter Kit for ...**
\$89.99
- Filter kit UV ultraviolet FLD CPL ci...**
\$14.99
- Essential Lens Set & Filter Kit for ...**
\$89.99

[Comments?](#)

Step 6: Provide Product Details



Step 7: Add a Product Description

APPAREL FOOTWEAR ACCESSORIES

JIMMY CHOO

wallis

GUCCI

JIMMY CHOO

NIKE

Reebok

Patent Leather Pump

Style 413027 BNCCO 3662

The soft hand-embroidered mouth appliqué, a new symbol of the Fall Winter collection, stands out against our light blue patent leather and metallic gold leather pump.

PRICE **\$895** (Delivery from \$9.99)
RRP: 79.99 | YOU SAVE: 34.00 (43%)

QUANTITY 2

SIZE 6 7 8 9 10

COLOR Light blue

ADD TO BASKET

YOU MAY ALSO LIKE



Step 8:
Set Your Price

Step 9: Set Your Shipping Cost



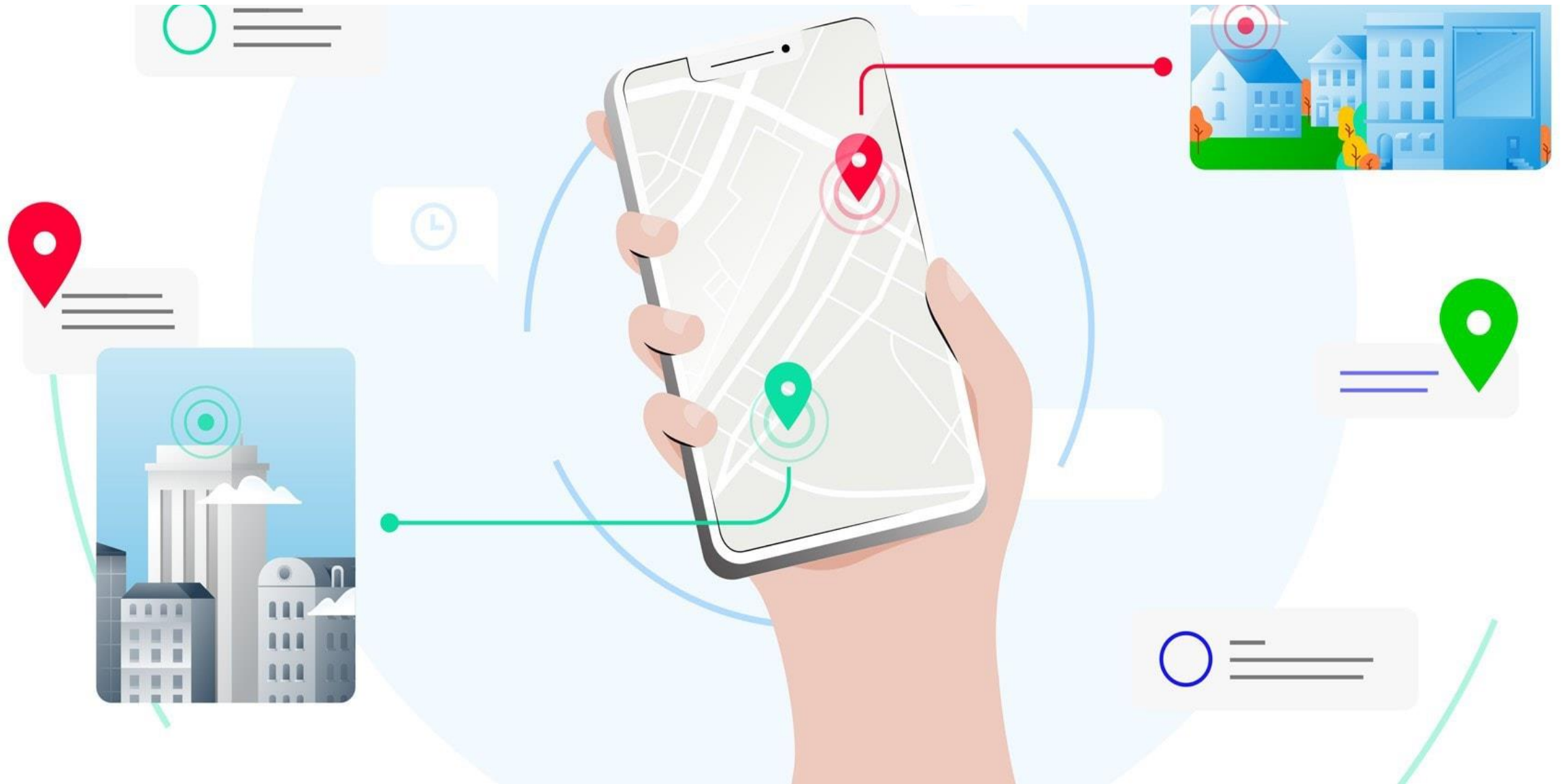
Double-Check Before Submitting



• Ship Your Orders Within Expected Time Frame




- **Upload a Shipping Tracking Number ASAP**

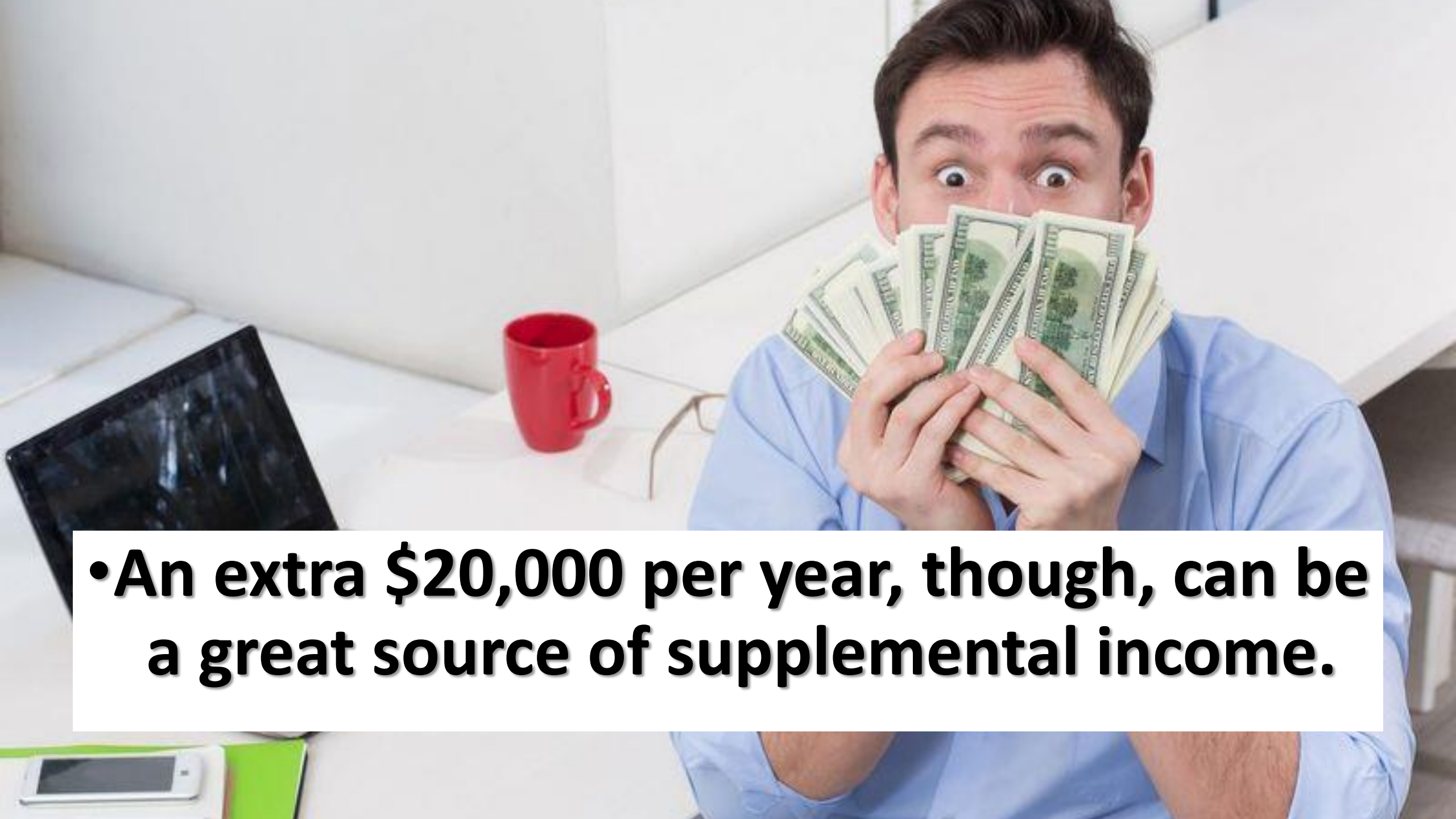


How Much Does the Average eBay Seller Make?





• The average eBay seller makes **\$21,822** per year.



•An extra \$20,000 per year, though, can be a great source of supplemental income.



- **Some eBay sellers experience great success — often \$50,000 and beyond just by selling on eBay.**

Internet Business Idea

11/100



A photograph of an eBay logo sign on a dark grey building. The sign features the word 'eBay' in large, 3D, colorful letters: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. The background shows a blue sky with light clouds and a modern building with large windows and a brick facade.

STRATEGY

28/100

**START AN EBAY STORE WITH
DROPSHIP WITH ZERO INVESTMENT**

FIND MARKET POTENTIAL IN EBAY FOR DOWNLOADABLE PRODUCTS / PRIVATE LABEL PRODUCTS

The eBay logo is displayed on a white surface, likely a piece of paper or a screen. The letters are lowercase and colored: 'e' is red, 'b' is blue, 'a' is orange, and 'y' is green. The logo is centered horizontally and occupies the upper half of the white area.

ebay

STEP 01:



STEP 02:

CHOOSE YOUR “RIGHT NICHE ” BASED ON
PASSION, INTEREST, KNOWLEDGE, FURTURE PLAN
ETC

REFER TO THE DAY 3/100
(JULY 4, 2020) DIGITAL MASTERY
NOTES AND RECORDINGS

STEP 03:



**EBAY
KEYWORD
OPTIMIZATION**



STEP 04:
CHOOSE
PRODUCT
FROM
DROPSHIP

REFER TO THE DAY 42/100
(AUGUST 24, 2020) DIGITAL
MASTERY NOTES AND
RECORDINGS



STEP 05:

***SETUP EBAY STORE WHICH IS
FLIPPABLE***

A close-up photograph of a black smartphone lying on a white laptop keyboard. The phone's screen is lit up and shows the Amazon logo in black text with a yellow smile arrow underneath. The background is slightly blurred, showing the keys of the laptop keyboard.

amazon

INTERNET BUSINESS IDEA 12/100

SELL ON AMAZON



How to Decide What to Sell on
Amazon



Tips to keep in mind

Market





DEMAND

Competition



Pricing




How to Find Suppliers



- **From sites like Alibaba to AliExpress, there are a variety of ways you can go about finding the right suppliers for your products.**



 See FAQs on the coronavirus (COVID-19) and Alibaba.com shipments [learn more >](#)

Personal Protective Equipment








 **Protective Equipment**

 **Disinfectants**

 **Medical Devices**

[View more](#)

MY MARKETS

-  Consumer Electronics >
-  Apparel >
-  Vehicles & Accessories >
-  Sports & Entertainment >
-  Machinery >
-  Home & Garden >
-  Beauty & Personal Care >



Home & Garden

The latest décor

[Source now](#)

2020 Industry & Home Mega Expo

Home & Lifestyle

Machinery & Vehicles

Construction & Furnishings

Here are a few product sourcing strategies to keep in mind:

The image shows a screenshot of a beauty e-commerce website homepage. At the top, there is a navigation menu with categories: MAKEUP, SKIN CARE, HAIR CARE, BATH & BODY, FRAGRANCE, HERBAL, WELLNESS, MOM & BABY, GIFTS, OFFERS, MEN, and LUXURY. A tagline reads "Beauty BOOK. Experts. Virtual MAKEOVER".

On the left side, there is a promotional banner for Lakmé with the text "Get Rs. 125 OFF!" and a "Buy Now!" button. Below this, another banner for Lakmé offers "Buy worth ₹1000 & get ₹125 Off" with coupon code "LAKME125NYKAA".

The main content area features several promotional tiles:

- A tile with the text "Believe in the Beauty of your Dreams" and a "Sign Up for Rewards" button.
- A "BeautyBook" tile featuring a woman's face and the text "Twist and shout with gori Kareena" and a "Read More" button.
- A large tile for Lakmé "RENOVÉ THE OFFICE STYLIST" featuring various makeup products and a "Shop Now" button.
- A "New @ Nykaa" tile for "AcnoFight" for men, featuring a man's face and a "Buy" button.
- A "Nykaa's LIP & NAIL Holiday Sale" banner with a "Buy" button.

At the bottom right, there is a small "May I Help You" button.

Get samples:



- Before you choose a supplier, you'll want to ask for samples and actually get a feel for their products.

Read Reviews



Customer Reviews

Understand their pricing and terms





Don't be afraid to negotiate



Compare Multiple Suppliers

How Much Does It Cost to Sell on Amazon?



amazon



Seller Commission & fee Details





- **If you're a professional seller, you'll pay the monthly subscription fee (\$39.99)**



•if you're an individual seller, you'll pay the \$0.99 per item fee

Returns Processing Fees





Shipping Costs



Inventory Costs



Categories	Amazon deducts the greater of the applicable referral fee percentage or applicable per-item minimum referral fee. See "Referral fees" notes above.	
	Referral fee percentages	Applicable minimum referral fee (applied on a per-item basis unless otherwise noted)
Amazon Device Accessories	45%	\$0.30
Baby Products (excluding Baby Apparel)	<ul style="list-style-type: none"> 8% for products with a total sales price of \$10.00 or less, and 15% for products with a total sales price greater than \$10.00 	\$0.30
Books	15%	--
Camera and Photo ¹	8%	\$0.30
Cell Phone Devices*	8%	\$0.30
Consumer Electronics	8%	\$0.30
Electronics Accessories	<ul style="list-style-type: none"> 15% for the portion of the total sales price up to \$100.00, and 8% for any portion of the total sales price greater than \$100.00 	\$0.30
Furniture	<ul style="list-style-type: none"> 15% for the portion of the total sales price up to \$200.00, and 10% for any portion of the total sales price greater than \$200.00 <p>Note: Mattresses will be charged 15% regardless of price point.</p>	\$0.30
Home & Garden (including Pet Supplies)	15%	\$0.30

How to Sell on Amazon in 5 Steps

The screenshot shows an Amazon search results page for the keyword "wallet". The page features a top navigation bar with the Amazon Prime logo, a search bar containing "wallet", and various account and navigation links. Below the search bar, the results are categorized under "Clothing, Shoes & Jewelry".

Search Results:

- 1-48 of over 50,000 results for Clothing, Shoes & Jewelry: "wallet"
- Sort by: Relevance

Sponsored Results:

- bellroy** SPONSORED BY BELLROY
Thoughtfully designed slim leather wallets
Shop now >
- Bellroy Leather Note Sleeve Wallet Black - RFID**: 5 stars, 267 reviews, Prime
- Bellroy Leather Hide & Seek Wallet Java**: 5 stars, 547 reviews, Prime
- Bellroy Leather Slim Sleeve Wallet Caramel**: 5 stars, 501 reviews, Prime

Showing results in Clothing, Shoes & Jewelry. Show instead results in All Departments.

Product Listings:

- HISSIMO**: Sponsored. Wallet for Men Genuine Leather Bifold Wall... \$15⁹⁹ Prime, 5 stars, 11 reviews.
- PASCACOO**: Sponsored. Slim RFID Wallet Front Pocket Small Leathe... \$13⁹⁹ Prime, 5 stars, 3,819 reviews.
- alpinesswiss**: Sponsored. Mens Wallet Leather Money Clip Thin Slim ... \$10⁹⁹ Prime, 5 stars, 3,819 reviews.
- GintaXen**: Sponsored. Mens Wallet Genuine Leather Wallet with 2 ... \$16⁹⁹ Prime, 5 stars, 29 reviews.

Best Sellers:

- Ultra Slim Minimalist Front Pocket RFID...**: \$9⁹⁹ Prime

Filters:

- Show results for:** Amazon Fashion (Top Brands, Our Brands), Prime Wardrobe (prime wardrobe).
- Any Department:** Clothing, Shoes & Jewelry (Men, Women, Luggage & Travel Gear, Boys, Novelty & More, Girls, Uniforms, Work & Safety, Costumes & Accessories, Shoe, Jewelry & Watch, Accessories, Traditional & Cultural Wear, Baby).
- Refine by:** Amazon Prime (Prime), New Arrivals (Last 30 days, Last 90 days), Brand (Mancro, Ytonet).

Step 1: Sign up for an Amazon seller account.



Sell your products to crores of customers across India

Starting your business on Amazon is that simple [#ItnaAasanHai](#)

[Start Selling](#)



Why sell on Amazon.in?

Because you can showcase your products to crores of customers & businesses - 24 hours a day - on India's most visited shopping destination. More than 5 lakh businesses, big and small, sell on Amazon today. Start your selling journey with us and expand your business reach.

[Change language](#)


Activate Windows
Go to Settings to activate Windows.

Step 2: Choose a Seller Plan

Selling Plans

We offer two selling plans. Which suits your needs?

Selling Plan Features

	Professional	Individual
	 Get Started	Get Started
Best for sellers who	Plan on selling more than 40 items a month	Plan on selling fewer than 40 items a month
Monthly subscription fee	\$39.99	NA
Selling fees	Referral fees & variable closing fees ¹	\$0.99 per item + referral fees & variable closing fees ¹

Recommended plan**PROFESSIONAL**

Plan on selling more than 40 items a month

\$39.99

Referral fees and variable closing fees¹

Sell as a professional

SELLING PLAN FEATURES**INDIVIDUAL**

Best for Sellers who

Plan on selling fewer than 40 items a month

Monthly subscription fee

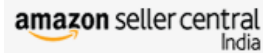
N/A

Selling fees

\$0.99 per item + referral fees and variable closing fees¹

Sell as an individual

Step 3: Create Your Amazon Seller Account




Register and Start Selling

Please have the following ready before you begin:

- Your bank account details for receiving payments from Amazon
- Tax (GST/PAN) details of your business

Please ensure that all the information you submit is accurate.

Enter details below to continue registration

Company/Business name 

Enter the company/business name as registered in GST/PAN

Seller Agreement

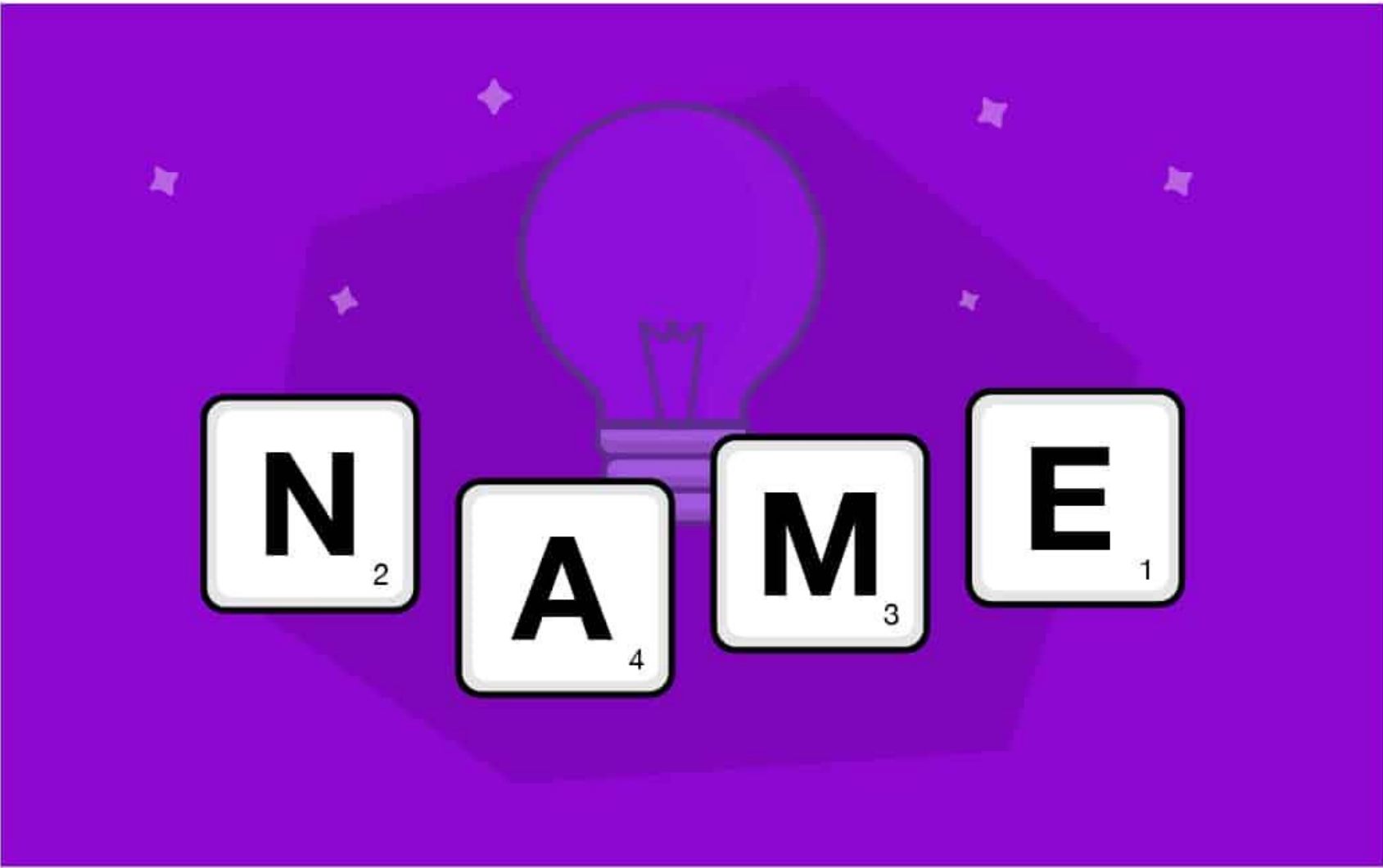
- I have read and agree to comply with and/or be bound by the terms and conditions of [Amazon Services Business Solutions Agreement](#) , [Easy Ship Service & Runway Terms and Conditions](#) and [Amazon Business \(B2B\) Terms & Conditions](#)

Continue

Like to create new account? [Click here](#)

Activate W
Go to Settings

Your Business Name



Your Legal Name and Address:



Contact Information





Where Products “Ship From”





Bank Account Information

Shipping Options



Before starting, please ensure you have the following handy

We may require additional information or documents later



**Business and Contact
address**



**Mobile or Telephone
number**



Chargeable Credit card



Identity details

Business location ?

United States ↕

If you don't have a business, enter your country of residence.

If your country is not listed in the dropdown. Please check faq section.


Business type

Select an entity type ↕

By clicking on 'Agree and continue', you agree to accept the following policies, agreements and notices:

Step 4: Set up Your Seller Profile

This is your private view of your profile. [See what others see](#)



Bennett Heyn ✎

[Edit your profile](#)

About *Public*
Add a couple of words about who you are

Reviewer ranking
#48,786,547

Insights
















1	1	0	0	0
helpful votes	reviews	hearts	idea lists	followers
<i>Public</i>	<i>Public</i>	<i>Public</i>	<i>Public</i>	<i>Private</i>



Your Seller Logo

Step 5: List your products.

Movers & Shakers in Office Products

 <p>Office Chair with 112 items available</p> <p>Office Chair with 112 items available</p>	 <p>100% Sales rank: 228 (over 1,475)</p> <p>School Smart, Awarded Color, Permanent Marker - 1/2" x 1" Ink - (Pack of 20)</p>	 <p>100% Sales rank: 221 (over 500)</p> <p>Epson Stylus i1930 Wireless All-in-One Color Inkjet Printer with Mobile and Tablet Printing...</p>	 <p>100% Sales rank: 348 (over 1,264)</p> <p>Handheld LED Desk/Bedside Lamp - Ultra-Low-Profile, Dimmable, Long, Adjustable, Beautiful Shape Design, Suitable For Home, Office, Business Trip...</p>	 <p>100% Sales rank: 173 (over 2,111)</p> <p>Crayola Ultra Clean Washable Crayons, Bulk 64 Crayons, 64 Crayons</p>	 <p>100% Sales rank: 201 (over 3,942)</p> <p>Queen Magnetic Whiteboard, 17 x 25 Inches, Whiteboard, Dry Erase Board, Whiteboard...</p>
 <p>100% Sales rank: 110 (over 900)</p> <p>Marker Lock 2000 Cover Security Ink, White</p>	 <p>100% Sales rank: 21 (over 10)</p> <p>AmazonBasics 8-Sheet Cross-Cut Paper and Cardboard Shredder</p>	 <p>119% Sales rank: 21 (over 10)</p> <p>Elmer's Shipping Supplies Kit and Case, Shrinkable, 30 Pkts, 1.28-Inch-Width</p>	 <p>100% Sales rank: 1 (over 10)</p> <p>Scotch Heavy Duty Shipping Packaging Tape, 1.88-Inch x 800 Inches, 1.5-Inch Core, Great for...</p>	 <p>100% Sales rank: 284 (over 4,152)</p> <p>Dark Wood Bubble Wrap Roll, Original Bubble Cushioning, 12" x 175', Perfected Every 12"</p>	 <p>11% Sales rank: 201 (over 500)</p> <p>Learning Resources Classroom & Student Pocket Chart, Classroom Organization, 100 Pages</p>
 <p>Best Sellers in Office Products</p>		 <p>New Releases in Office Products</p>		 <p>Most Wanted in Office Products</p>	



Additional information is required
Your listings are currently in error
At this time your self-fulfilled listings

Your Orders

Pending

Premium unshipped

Unshipped

Return requests

- Manage Inventory
- Manage FBA Inventory
- Pan-European FBA Inventory
- Inventory Planning **NEW**
- Add a Product**
- Add Products via Upload
- Inventory Reports
- Manage Promotions
- Sell Globally
- Manage FBA Shipments



Main Image
(required)

Required Info

Images

Additional Info

Customisations

Save & Publish

Cancel

Required Info

Product Name (required) ?

Ex. Burlap pillow cover

Product Description (required) ?

Ex. Please see the Amazon site for an example.

Standard Price (required) ?

£ Ex. 249.99

Seller SKU ?

Ex. myproduct123

Quantity (required) ?

Ex. 4

Production Time (required) ?

Ex. 9

Shipping Method ?

Set to Fulfilled by Merchant (MFN) by default

Step 6: Manage your inventory.



Step 7: Fulfill and ship your products



After your first sale



Get customer reviews



Stay successful



Amazon Selling Fee Structure

The fee rates for selling on Amazon vary based on the fulfillment channel you are using to deliver orders. [Click here to learn more about fulfillment options for delivering orders](#)

Easy Ship Fees



Referral Fee

starting from 2%,
varies by category

+



Closing Fee

Varies by product
price range

+



Shipping Fee

start at Rs. 30 per Item shipped. varies by
Item volume & distance

Self Ship Fees & Shipping Cost



Referral Fee

starting from 2%,
varies by category

+



Closing Fee

Varies by product
price range

+



Shipping Cost

cost you will incur for shipping your order
through a 3rd party carrier of your choice

Self Ship enables you to sign up for Local Shops on Amazon. [Learn more about it here>](#)

Fulfillment by Amazon Fees



Referral Fee

Starting from 2%,
varies by category

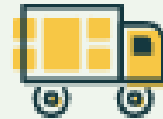
+



Closing Fee

Reduced closing fee* for FBA; Varies
by product price range
**applicable for ASP > 500*

+



Shipping Fee

Reduced shipping fee for FBA;
starts at Rs. 28 per item

+



FBA specific Fees*

Pick & Pack Fee,
& Storage Fees



**How many people shop on
Alibaba?**

Alibaba

QUALITY STRATEGY
BUSINESS INTERNATIONAL
CONCEPTS FUTURE DATA

SATISFACTION PEOPLE DECISION
CARE IMPORTANT VISION
ADVICE GLOBAL PLANNING RESEARCH TEAMWORK ANALYSIS
MARKETING IDEA
SALES
TEAM PLAN COMMUNICATION DATA

960 million

annual active customers by the end of 2019





755 million Alibaba mobile users



Alibaba's share of the Chinese ecommerce market



Number of Alibaba employees

86,833

A hand is shown from the bottom right, holding a large number of small, dark blue silhouettes of people in business attire. The background is a blurred office hallway with more people walking. The text is overlaid on the hand and the silhouettes.

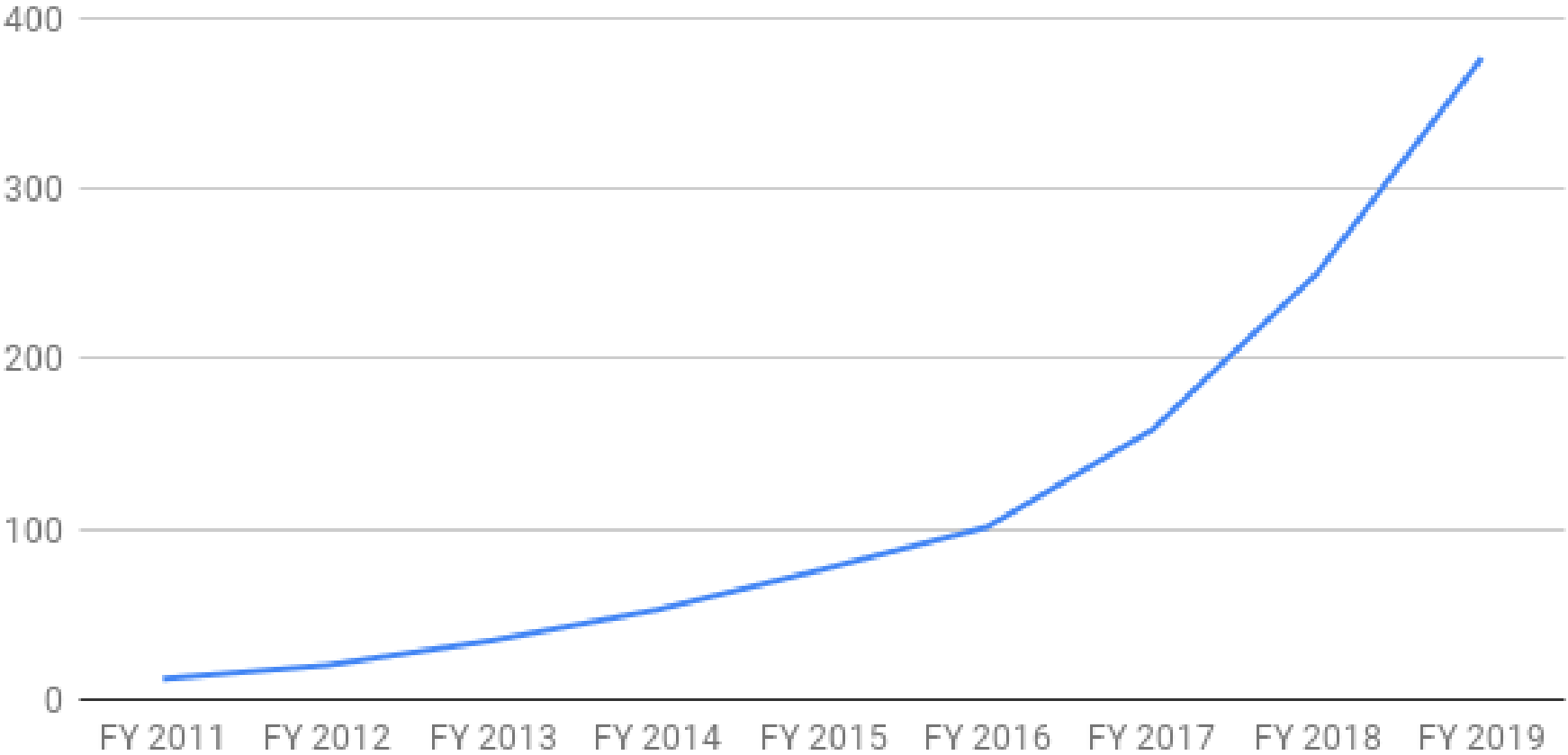
1 million Number of Alibaba cloud customers

Average packages delivered daily on Alibaba's Cainiao
Network: **57 million** packages per day



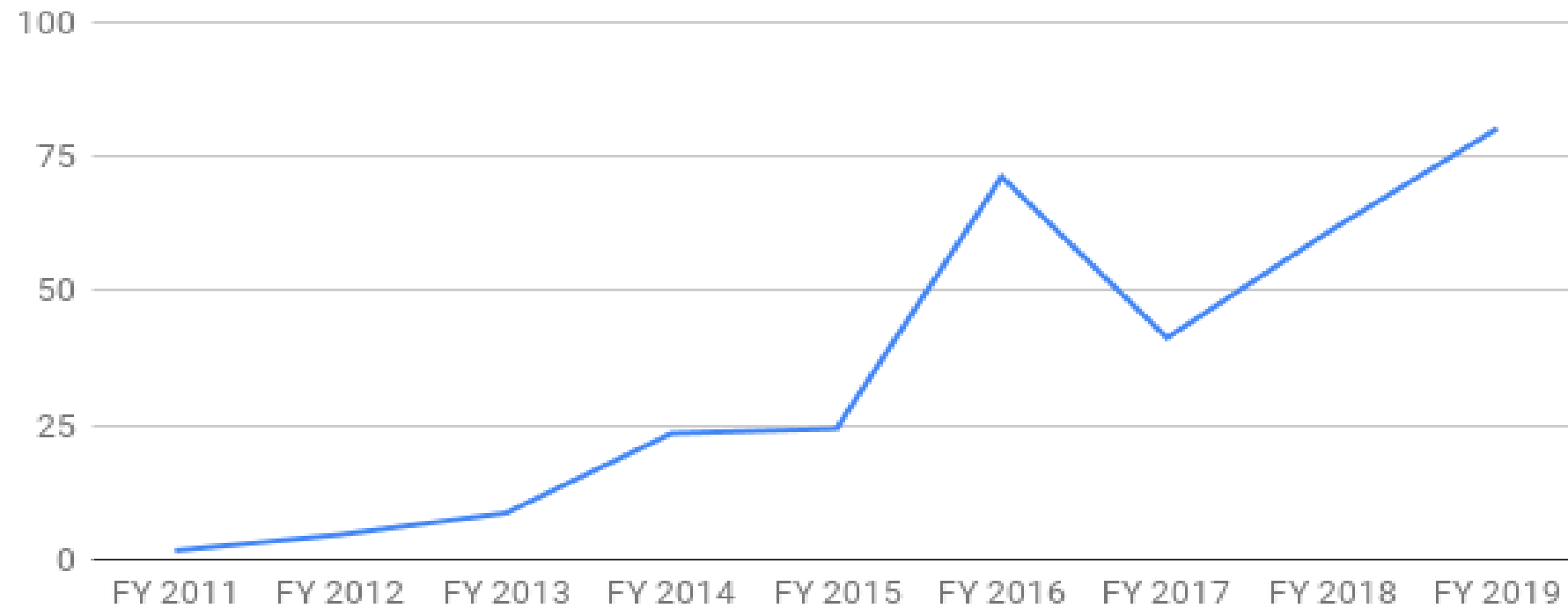
Alibaba revenue (annual)- 376.8 billion

Alibaba Annual Revenue | 2011-2019 | DMR (in billion RMB)



Alibaba net income (annual): 80.2 billion

Alibaba Annual Net Income | 2011-2019 | DMR (in billion RMB)



Alibaba Annual Net Income Chart 2011-2019 (in billion RMB)

A hand holding a smartphone displaying an e-commerce app interface. The screen shows a search bar, a shopping cart icon, and a 'Proceed to checkout' button. The background is a blurred indoor setting with a pink gift box and a green plant.

90%

**Alibaba sales that were made via
mobile**

Alibaba Business Model | How Does Alibaba Make Money?

阿里巴巴 
Alibaba.com™



Yo!



Alibaba Group was founded by Jack Ma along with 17 other co-founders in 1999 with the website Alibaba.com





The business model of Alibaba is different from other players like eBay and Amazon

Alibaba.com

- **Alibaba focuses on being a platform for suppliers to sell products in bulk at wholesale prices to small or medium-sized businesses worldwide, who then resell them for a profit in their domestic markets.**



- **Alibaba's Business model is made up of three major web portals: Alibaba, Taobao, and Tmall**



INTERNET BUSINESS IDEA 13/100










SELL ON ALIBABA

Alibaba

The image shows the Alibaba logo in large, orange, 3D block letters mounted on a dark grey wall. The background is a modern glass skyscraper with a grid of windows. The sky is overcast and grey.

How do I decide what to sell on Alibaba?

Home Automotives & Motorcycles Transportation

Other Auto Parts 	Tires 	Bicycle Mountain Bicycle Road Bicycle Recumbent Bicycle Bmx Bike Bicycle View More	Motorcycles 	Auto Lighting System 	
Other Truck Parts VOLVO Truck Parts Man Truck Parts SCANIA Truck Parts Daf Truck Parts View More		Electric Bicycle 	Navigation & GPS 	New Cars 	Car Video 

Automobiles & Motorcycles

View More »
My Cart Truck Manager




- **Alibaba is an online marketplace for global import and export businesses to sell items in wholesale quantities.**

- ➔ Consumer electronics
- ➔ Home appliances
- ➔ Apparel
- ➔ Fashion accessories
- ➔ Packaging & printing
- ➔ Beauty & personal care
- ➔ Home & kitchen
- ➔ Machinery
- ➔ Vehicles & accessories
- ➔ Sports & entertainment
- ➔ Watches, jewelry & eyewear
- ➔ Lights & lighting
- ➔ Furniture
- ➔ Garden supplies
- ➔ Pet products
- ➔ Health & medical
- ➔ Office & school supplies
- ➔ Tools & hardware
- ➔ Accessories & telecommunications
- ➔ Toys & hobbies
- ➔ Baby
- ➔ Gifts & crafts
- ➔ Luggage, bags & cases



How much does it cost to sell on Alibaba?



Alibaba doesn't charge any:

- Sales commissions
- Transaction fees

Two membership packages to choose from: Basic or Premium.

	Basic	Premium
Cost	\$2,289 annually	\$4,089 annually
Number of products you can list	Unlimited	Unlimited
Keyword ad spend	\$500	\$2,000
Receive and respond to inquiries	✓	✓
Data and reporting	✓	✓
Sub accounts	5	5
Personalized customer service	Local email support	Dedicated account manager



How to Sell Your Products on Alibaba

<p>Build your brand</p> <p>Up to 50% off your first print & copy order 500 FREE business cards</p> 	<p>Equip your business</p> <p>Up to 50% off select office supplies</p> 	<p>Manage your business</p> <p>Up to 50% off select ATIVA shredders Up to 10 lbs. of FREE in-store shredding</p> 	<p>Set up your office</p> <p>Up to 40% off select furniture & seating</p> 
--	---	--	---

[How it works](#)



WHAT CAN MARCH EXPO DO FOR YOUR BUSINESS

STEP 1: Register for Your Account

See FAQs on the coronavirus (COVID-19) and Alibaba.com shipments [learn more >](#)






**SUPER
SEPTEMBER**

Starts in

06:22:04:57
Days Hours Minutes Seconds

Explore super deals

MY MARKETS

-  Consumer Electronics >
-  Apparel >
-  Vehicles & Accessories >
-  Sports & Entertainment >
-  Machinery >

A Online Trade Show

2020 Food & Agriculture Online Trade Show

Huge selection of nutritious and delicious products

August 17-31, 2020 PT

2020 Food & Agriculture

Fruit&Vegetables
Products

[Source Now](#)

Baked Goods

[Source Now](#)

https://seller.alibaba.com/

Secure your spot today to exhibit at our US Online Trade Shows [Learn more >>](#)

 **Alibaba.com**

[Overview](#)

[Membership plans](#)

[Tools & Services](#)

[Real stories](#)

[FAQs](#)

 [US](#) ▾

[Sign in](#)

[Chat with Consultant](#)

SELL ON ALIBABA.COM
REACH MILLIONS OF B2B BUYERS
GLOBALLY

13,651,007

318,734

190+

Activate Windows



STEP 2: Establish Your Company Profile

 Alibaba.com

English 

**SUPER
SEPTEMBER** 2020

BUSINESS IS BACK
ONLINE

September 1-30, 2020 PT

[Explore now](#)

Account:

Password:

[Forgot Password?](#)

Stay signed in

[Sign In](#)


[Mobile number sign in](#)

[Join Free](#)

Sign in with:




STEP 3: Enter your payment details


 | Trade Assurance Checkout


Online Bank Payment



A Quick, Convenient Way to Pay Online



[+ Add bank account](#)











Step 4: Complete your authentication and verification



What types of payments does Alibaba accept?

- Credit card
- Debit card
- Wire transfer
- PayPal
- Online bank payment
- Western Union
- Boleto
- Pay Later



MY MARKETS

- Lights & Lighting
- Consumer Electronics
- Apparel
- Home & Kitchen



Source Products from Alibaba

- Packaging & Printing
- Beauty & Personal Care
- All Categories >

SPORTS & ENTERTAINMENT

Source now

Selected Products



Fishing Reels



Fishing

IDENTIFY THE BEST SUPPLIERS

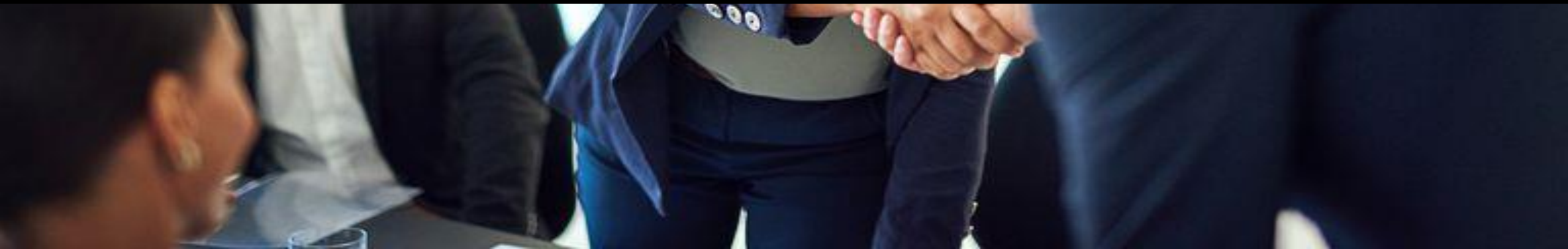


Request for samples





INTERACT WITH SUPPLIERS ABOUT THEIR BUSINESS





Q & A

**Thank
You**





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