

Who uses eBay and Why

eBay is the number one international market place for all types of products over the Internet. eBay is an online retailer or "e-tailer"™ that offers people the opportunity to sell and buy goods online. The site charges a commission on sales as well as a charge for listing. eBay typically works through an auction model " i.e. items are auctioned to the highest bidder. The seller can also specify a price below which the item cannot be purchased. You can find almost anything on eBay, and a large proportion of online shoppers know about this website.

eBay is used mostly by small start up businesses, many of which operate from home. There are a number of success stories on eBay, since it enables people to set up a small business and grow it into an online shop. There are actually businesses making millions of dollars, all through their eBay store. The typical success story runs like this: a regular person, just like you and me, looking for a great product, hits on one either on his own or through an eBay search for the hottest items. He finds a source for it and puts it up for auction on eBay. As his sales grow, he sets up a shop on eBay and uses the item listings on eBay to drive traffic to his site. This can be antiques, designer bag replicas, DVDs, almost anything. The market is virtually limitless.

The reason for the popularity of eBay is the convenience and cost savings. You can start from your own home, with absolutely no investment " you don't even have to give up your day job. Further, due to its wide network, eBay can give your products and your online business much needed visibility for a small cost. The amount of effort and money you would expend on marketing for even an online business, to create awareness for your product, would be much greater. A huge Internet population shops here, so it's like having your product on display at the biggest department store in the world, except that it would be much easier for a buyer to find it.

Further, people who sell on eBay claim that it is a large, helpful community that will enable you to learn from your peers and grow as an online business owner. There is an eBay University, chat rooms and forums for members to interact and educate themselves through others'™ experiences. Also, since you have not invested much, there is room to make mistakes and learn as you grow.

eBay has all the technology in place that helps you to have your own online business, without the hassles and knowledge required to run a site. It is a very user friendly site and makes the buyer's™ experience comfortable, which is important for your online business. For instance, eBay has features that allow a buyer to place a maximum bid on an item and automatically monitor the activity on the item till bidding closes. So selling is made that much easier for you on eBay.

About the Author

William King is the director of [UK Wholesalers Drop Shippers & Trade Suppliers](#), [Wholesalers Suppliers & Drop Shippers Products Directory](#), [Drop Ship & Wholesale Dropshipping Suppliers Directory](#) and [French Wholesalers & Dropshippers Directory](#) . He has 18 years of experience in the marketing and trading industries and has been helping retailers and startups with their product sourcing, promotion, marketing and supply chain requirements.

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