Site Chosen:
eBay (http://www.ebay.com/)

The value proposition for the site:
eBay is one of the world’s largest online marketplace and internet auction, where anyone can buy and sell their products. It uses its global marketplace to bring efficiencies to inefficient markets such as used, collectible, and overstocked goods. As well, small businesses and individuals can use eBay as a place to sell their wares. Also, eBay provides a forum for their buyers and sellers to connect about the products which don’t have any distribution system. eBay has various revenue model such as listing, feature, advertising, and the paid fees per transaction. These fees include the collected fees from the PayPal usage as well as selling part.

Category of E-Commerce:
eBay is designed primarily as a Consumer - to - Consumer (C2C) e-commerce platform and that because the eBay’s consumers post their own items on the site for sale and then the other consumers go to purchase these items so eBay which consider as third platform just charges a fee or commission from these consumers in order to communicate them together.

The primary competitors of the site and their revenue model:
1. Amazon -- www.amazon.com
   It uses similar revenue model to ebay, but the difference that the eBay does not have inventory like Amazon. Amazon generate revenue by taking commissions from suppliers when they sale their products. As well, from the advertisement which the users can found them when they browse some items.
2. eBid Auctions -- www.ebid.net
   The second largest auction site in the UK. Also available in Australia, USA, Canada and Ireland. Their model relying on the membership sales and the advertisement.
3. Ubid -- www.ubid.com
   This marketplace offering new, close-out, overstock and refurbished merchandise to both consumers and businesses using auction style and fixed price formats. They derive their revenue from sales of products to businesses, consumers, and direct sales to businesses.

The reason of why eBay is successful in maintaining 80% of the online-auction market is because the current substitutes for eBay is offering fewer buyers and products for sale which isn’t the same number that eBay offer.
Channels integration:
eBay doesn’t have any physical retail stores so all interaction between eBay and its customer is happened online. In fact all phases from awareness to after sales is done online via eBay website.

Intended customers of the Site:
The eBay audience is adult internet users and about 93% of them have done some online shopping whether to research about purchase or buy items. To buy or sell on eBay, consumers must register and to be 18 years or order. The figure at the right shows the eBay users’ demographics. As we can see that many eBay users are in their mid-30s or order. Also, it appears that men is using the eBay website more slightly than women. Also, there are some companies which are in the early stages use the eBay website as an alternative distribution channel, not a replacement channel.

Attracting consumer strategies:
• eBay attracts users in more than 150 countries, with country-specific sites in Italy, France, Korea, Austria, the United Kingdom, Canada, France, Germany, Japan, and Australia. They established a trading site in each country because they thought that each sites would be designed to the needs of that local country including language, currency, and any shipping issues which need to be addressed on a local basis rather than an international basis. So, that makes more sense to tailor a site for French residents, which would be in their local language and currency.
• In order to attract consumer interest, eBay has created TV advertisements to raise their awareness.
• eBay continues to expand by the promotion of their core service competencies in order to attract new members.
• eBay attracts more consumers by using different ways such as Google AdWords and social media channels include Facebook as well as Twitter.

Attracting customers such as impulsive, patient and analytical buyers:
• Patient buyers: eBay provide the loss leader method which is auctioning off a high worth or high interest product at a very low starting bid to encourage traffic, excitement, and bidding. This method works well with the patient buyers so sometimes they can find a product to buy at lower price if no one else places a bid with higher price.
• Impulsive buyers: for the impulsive buyers who can’t wait for the auction to end, eBay provides the “Buy it Now” option so this option allow them to purchase any item immediately and without waiting to the possible lower price.
• Analytical buyers: eBay launched analytical tool for buyers which they can check the average sold price for the specific item to determine how much they should expect
to pay for a product. Other information includes the number of times a product has been listed and average bids per item. Also, eBay provide the introduction of reviews and guides related to products on the online auction site and this service is available in three subscription levels. As well, eBay provide a feature called eBay Comparison Tray which the buyers can use to drop items into their comparison tray from My eBay, or any listing page to compare prices, features, and more at a glance. Additionally, eBay provide a new feature called eBay Deal Finder Deal Finder which shows the buyers the best savings on eBay for the hottest products in entertainment by comparing current prices on eBay.com with the lowest prices on top retail websites.

**Customer experience:**

- eBay provides the Feedback feature which represents the consumer reputation as an eBay member. It's made up of comments and ratings left by other members any consumer have bought from and sold to. So, each time anyone buy or sell something, have an opportunity to leave Feedback about her/his experience. That Feedback is an essential part of what makes eBay a successful community.
- eBay also provides the Answer Center which is the place for buyers and sellers to ask fellow members questions about buying and selling on eBay. So, anyone can also share tips and information that he/she feel will be useful to fellow members.
- eBay provides online user groups, discussion forums, and chat rooms where are a great place to meet other members, get advice, and share and find information on everything from art to travel. All of these features consider as Web 2.0 elements.
- Another Web 2.0 element that the site uses is the live chat where the any of the site users can talk with the customer service in real time.
- eBay Sellers who want to try out Web 2.0 marketing techniques can do it effortlessly with Twibler. So, they just can sign up with their Twitter info and eBay username, and Twibler will start publishing their eBay auctions to their Twitter feed.

**Order placement and payment:**

In order to buy an item, the buyer have to click the pay now button, then check her/his shipping information, after that the buyer have to review her/his purchase, including shipping, and taxes as well as select the checkbox next to the items she/he wants to pay for. After click the Continue button, the buyer can select a payment method and click the Confirm Your Payment button. The final step is that the buyer will receive an email confirming receipt of her/his payment.

The preferred payment method for most eBay buyers and sellers is PayPal which lets buyers send payments quickly and securely using a credit card or bank account. So, If the buyers use a credit card, sellers don't see their card number. It's safely encrypted through PayPal's server to help minimize any risk of unauthorized use.

**Shipping and returns:**

As the eBay is kind of C2C website, the sellers is responsible to ship the item to the buyers as well as they responsible for the item until it is in the buyer's possession. eBay protects buyers if items arrive damaged, and sellers should consider insuring their items to protect themselves against loss. If the buyers haven't received the item, their purchase price may
be covered by the eBay resolution process.

**Customer service and support:**
After clicking on Contact us button on the upper right side of the page and select the topic that best matches the issue from the drop-down menu, the users will be asked to sign in and that in order to find the user’s account information. eBay website provide three ways to contact their customer service by phone, chat service, or email.
After doing some research on eBay website, I noticed that a chat format for talking to the customer service is the preferred method on the ebay site.

**The site’s feature and content:**
ebay’s website content is very easy to navigate and read. By using the eBay search box, You can find items on eBay by either searching or browsing. Also, there is the category tab on the navigation menu which contains a lot of types so we can use it to find out which category contains the item we need to buy.

**Shopping experience:**
- Utilitarian value: the users will be able to quickly identify the item for a particular need and then buy that item by using the search function on the navigation bar, which is available for them to use to find out the item they are looking for immediately.
- Hedonic value: the casual ebay users who don’t looking for specific item, so these kind of users just browsing in order to get to the emotional worth and feeling fun during the shopping. So, these user will able to have fun because eBay provides a lot of information on item specials and special deals of the day. As well, they will like the bidding method which they will feel fun using it.

**Customer loyalty:**
- I think eBay has to integrate more with social networking such as Facebook and twitter, so the sellers or buyers can “like”, “Follow”, write the feedback directly from the social accounts.
- The site should log out the users when they are inactive for more than 15 minutes.
- In my opinion, I think it will be better if the description section on the item’s page has the same style such as the font size, font color, font type number of picture, size of picture, and the background color. Because when you enter to the different sellers, you can notice that there is a different styles on the description part on each page.

**References:**
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