

HU3A Computer Club

January 2020



What's it All About
Let's Explore

History - Stats

What is it	Global Online Marketplace
Founded	1995
Founder	Pierre Omidyar (Worth £10.7 B)
Employees	14,000
Active Users	182 Million Globally
Revenue (last year)	£8.3 Billion
Value of Sales Total	£72.64 Billion (2018)
Value of Sales per second	£2,300
Headquarters	San Jose, California, USA
Languages Provided	8 (30 Countries)



Pierre Omidyar
Iranian-American

Started as a garage start-up called "Auction Web" selling a few small items
First item sold was a broken laser pointer to a Canadian.



History - Most Expensive Buys

Most Expensive Purchase on ebay was in 2006
The Gigayacht for \$168million (£128.45m)
Brought by Roman Abramovich



Gulfstream II in 2001 for \$4.9 million (£3.75m)



A Power Lunch in 2019 with
Warren Buffet for \$4.567m (£3.49m)
An auction for Charity.



History - cont:

- 1997 - Its One Millionth Sale (a jack-in-the-box)
- 1998 - Ebay goes public. Share price reached \$53
- 2001 - Ebay Stores opened
- 2006 - PayPal starts its symbiotic relationship with Ebay
- 2005 - Ebay buys Skype for \$2.6 billion
- 2008 - Creates a Mobile App
- 2009 - Ebay sells Skype for \$1.9 billion
- 2015 - PayPal & Ebay split to become two separate companies

Closest competitor is Amazon even though it's not a auction.



Structure

Ebay is a consumer-to-consumer company, meaning consumers carry out the transactions by selling things to other consumers.

It's an electronic platform where users can join or leave any time.

Users also communicate with each other via the website.

Collaboration with PayPal to give users an easier way to pay

Sellers rate buyers and vice versa to provide a level of trust for the process.



Business Model



Derscription	Fee	
Listing Fee	Free	Up to 1,000 per month
Final Value - Sale	10% of final value inc post	Capped at £250 per item
Final Value - No Sale	No Fee	Unless ebay thinks you selling outside Ebay
Optional Features		
Reserve Price (minimum £50)	4% of Reserve Price	Max £150 per item
Buy It Now Price	50p	
Subtitle	£2	Additional description to Title
Gallery Plus	£2.50	Large pic when enlarge thumbnail pic
Second Category	35p	
Scheduler (future go live)	Free	Up to 1,000 per month
International Visibility	30p - Fixed Price 5p - Auction to £5 10p - Auction to £29.99 15p - Auction £30 or more	
Special Duration	35p	To choose 1-3 days
PayPal - (Free to Buyer)	3.4% to Seller of total sale plus 20p per transaction up to £1,500	

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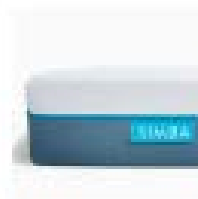
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£119.00



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£24.99



£164.99

Ebay's Home Page

Buying Tips

- Spelling
- Bid to odd pence (i.e. £5.57 or £5.72)
- Bid at last minute e.g. 22 seconds - takes some nerve !!
- Decide what's minimum Feedback Score - better than 95%
- Put a UK filter on to stop the China / HongKong etc
- Always check other sellers price for same item
- Check to see if it's user Photo or stock photo