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Introduction to This Book

E Commerce opportunities

This book is about how to profit from buying and selling goods on online auction sites/trading. Indeed, how to make a decent living by using these sites. In addition to describing the various sites, the book details a step-by-step guide to registering and selling plus offering invaluable tips on business management.

Traditionally, the platform for selling goods to other people has been (is) the shop or the market or other venues such as boot sales, mail order and so on. Ecommerce has become a major new entrant into the world of selling. However, instead of a bricks and mortar shop you now have a virtual shop, created online. This is what this book is all about-selling online and making a profit doing so.

Ecommerce consists of everything that is sold online. And masses of goods are sold on line. Essentially we have been through a retail revolution and this is evolving all the time. Two main players have developed, eBay and Amazon and they are massive. eBay has over 17 million visitors each month in the UK and over 200 million globally, operating in more than 40 countries. Amazon too is massive. Each site differs slightly and these difference are brought out in the book.

The main point underlying everything is that, once you have created your selling platform, you need always to bear in mind that you are like every other business, you need to keep costs under control, price your products, present them well, offer good customer service, and expand and grow.

Although I will deal mainly with eBay and Amazon, the two giants, and detail how they operate and how to use them effectively, there are also a number of other prominent smaller sites that I

will mention. Once we have covered the main sites thoroughly, then the same principles can be used when exploring these other smaller sites.

In addition, there is a section which covers setting up your own online business, separate from the big players, although if you go down this route you can also integrate and sell your products through eBay and Amazon and any other smaller site that you choose.

This book is aimed at those who aspire to create a profitable business on the main auction sites, and smaller sites, and is also aimed at those who might wish to develop their own web store independently of the big players.

We start off with eBay and a history of eBay and how it achieved its massive status, explaining what eBay is and what it isn't.

Good luck with your venture!
