



September 2005: Selling on eBay

I have recently received an email inquiry from a local business owner in Melbourne, asking about selling on eBay:

“Hi, I’m seeking info about how to sell quantities/bulk sale? Meaning many articles but the same item of cosmetic products”....

As I would like to help and provide as much information as possible, I cannot answer this question without understanding what exactly does the client need.

The information he has provided, unfortunately is not enough.

Basic issues that have a big effect on your approach while considering selling products in quantities on eBay, yet, **you should carefully consider**, are:

- Do you need information about the physical process of selling on eBay?
- Strategy; do you need help with choosing the best way to approach your product in this unique, dynamic, online market?
- Do you sell these items off-line already? If so – is it to other Retailers or do you have a shop?
- Is your item is a new item you wish to introduce into the market or is it already an existing and a well-established brand?
- Who is your target market? Whom do you wish to approach?

So, for all of you out there, who are seeking to do the same – think about these issues before starting any activity of selling-online. By answering yourself these questions and then specifying a structured plan, you can proceed and set up your new business!

Good luck!

Anat Aloni

A handwritten signature in black ink, appearing to read 'Anat Aloni'.

=> All services suggested are an integral part of PROinmotion services.