



eBay is a US-based company that owns and operates ebay.com, a global online C2C, B2C, and B2B retail place for consumer goods.

<p><b>Business Model</b></p> <ul style="list-style-type: none"> <li>- Fulfillment by Platform</li> <li>- Fulfillment by Seller</li> <li>- B2C, B2B, and C2C</li> </ul>	<p><b>Market reach and product reach</b></p> <p><b>Market reach:</b> Global (over <b>50</b> websites) in Europe, Asia, Oceania, North-America, and South-America.</p> <p><b>Product reach:</b> Broad (<b>1.2M</b> live listings) including Electronics, Fashion, Health &amp; beauty, Motors, Collectibles, Sports, and Home &amp; Garden.</p>
<p><b>Enrollment process, fees, and commission</b></p> <p><b>Enrolment process difficulty: 4/5</b> C2C easy (signing up with Google or Facebook account). However, B2C and B2B sellers need to comply with multiple regulations and policies. The process is tedious due to regulations, but at the same time, this ensures legitimacy of sellers. Everything is provided by eBay, including guidelines and policies. Additionally, help is provided at the Seller center.</p> <p><b>Commission: 10%</b> on sale value pre-tax, including shipping charges. eBay offers two ways for sellers to sell and buyers to buy: I) Buy it Now, II) Bidding option.</p> <p><b>Subscription fee: USD 7.95 - USD 349.95</b> (depending on the <i>Store package type</i>)</p> <p><b>Fees:</b></p> <ul style="list-style-type: none"> <li>- Insertion fee: <b>free</b> - <b>USD 20</b> (per listing)</li> <li>- Final value fees: <b>2 - 12%</b></li> </ul>	<p><b>Seller</b></p> <p><b>Brand protection: 3/5</b> <b>Tools:</b> Seller Hub (Manage, monitor and analyze listings), Selling manager (Post-sales tasks, Inventory management), promotion manager</p> <p><b>Payment options:</b> The seller gets paid primarily through PayPal if the buyer pays with PayPal or credit card. You can also set up a merchant debit and credit card and send invoices to buyers.</p>
<p><b>Tech integration</b></p> <p><b>Technical integration: 5/5</b> Open API: eBay APIs are <b>RESTful</b> APIs that use <b>OAuth</b> authentication (<b>strong security policies</b>), <b>JSON</b>, and eBay <b>HTTP</b> headers. Supported Languages: Any web application can interact and use the APIs using the appropriate library and parsing technology. For <b>JAVA</b> users, eBay provides different <b>SDKs</b> (software development kit).</p>	<p><b>Customer ownership</b></p> <p>Platform Centric: <b>2/5</b> Seller Centric: <b>4/5</b> Buyer Centric: <b>3/5</b> Compliant Centric: <b>2/5</b></p> <p><b>Return policy</b> Returns: Seller specific. Once a buyer starts a return, the seller has <b>three business days</b> to resolve the issue. If the problem <b>is not solved</b> at the end of those three days, you can ask eBay to step in and help.</p>