

eBay

eBay is an online marketplace and e-commerce platform that allows individuals and businesses to buy and sell a wide variety of goods and services through its website and mobile app. Here's a breakdown of eBay's key features and how it works:

- ❖ **User Accounts:** To use eBay, individuals and businesses must create user accounts. Users provide personal information, such as their name, contact details, and payment information.
- ❖ **Listing Items:** Sellers can create listings for the items they want to sell. Listings include details about the product, such as its title, description, price, condition, and photos. Sellers can choose to list items in auction-style format (where buyers bid on the item) or as fixed-price listings (where buyers can purchase the item immediately at a set price).
- ❖ **Bidding and Buying:** Buyers can search for items using eBay's search engine or browse through categories. When they find an item they're interested in, they can place bids in auctions or buy items at the listed price in fixed-price listings.
- ❖ **Payment:** eBay provides various payment options, including PayPal and other secure methods, to facilitate transactions between buyers and sellers. Sellers typically specify their accepted payment methods in their listings.
- ❖ **Shipping and Delivery:** Sellers are responsible for shipping the items to the buyers. eBay provides tools for calculating shipping costs and printing shipping labels. Buyers can track the shipment's progress and receive notifications.
- ❖ **Feedback and Ratings:** After a transaction is completed, both buyers and sellers can leave feedback and ratings for each other based on their experience. This system helps establish trust within the eBay community.
- ❖ **eBay Stores:** Some sellers operate eBay Stores, which are customized online storefronts within the eBay platform. These stores allow sellers to showcase their products and brand identity.

- ❖ **Buyer and Seller Protection:** eBay offers certain protections for both buyers and sellers, such as eBay Money Back Guarantee for eligible purchases and Seller Protection against fraudulent buyers.
- ❖ **eBay Mobile App:** eBay provides a mobile app that allows users to buy and sell items, as well as manage their eBay activities, from smartphones and tablets.
- ❖ **Global Marketplace:** eBay operates in multiple countries and languages, providing access to a global audience of buyers and sellers.

eBay's marketplace is known for its diverse range of products, including new and used items, collectibles, electronics, fashion, home goods, and more. It serves as a platform for individuals looking to declutter their homes, entrepreneurs starting online businesses, and established retailers expanding their online presence.