

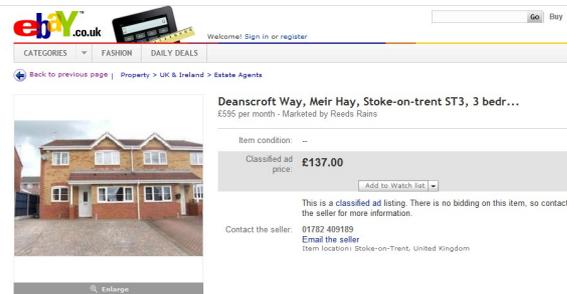
# **THE POWER OF EBAY FOR BUSINESS**





1. The most popular items bought in the UK are fashion items (21% of sales), closely followed by technology goods (14.5%) and collectible goods (12.7%)

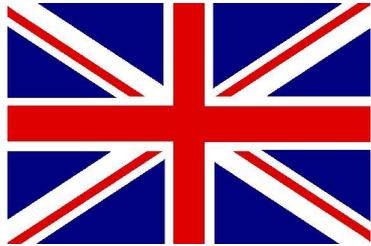
## 2. You can rent your house on eBay.



The screenshot shows an eBay Classified advertisement for a property. The header includes the eBay logo, a search bar, and navigation links for 'CATEGORIES', 'FASHION', and 'DAILY DEALS'. The breadcrumb trail indicates the location: 'Property > UK & Ireland > Estate Agents'. The main image is a photograph of a two-story brick house with a driveway. To the right of the image, the text reads: 'Deanscroft Way, Meir Hay, Stoke-on-trent ST3, 3 bedr...' followed by '£595 per month - Marketed by Reeds Rains'. Below this, it states 'Item condition: --' and 'Classified ad price: £137.00'. There is an 'Add to Watch list' button. A note explains that this is a classified ad listing with no bidding, and contact information for the seller is provided: 'Contact the seller: 01782 409189', 'Email the seller', and 'Item location: Stoke-on-Trent, United Kingdom'. An 'Enlarge' button is located at the bottom of the image.

eBay Classified ad lets you an item, service, or property on eBay using Classified Ad format.

### 3. Recession inspires new generation of eBay entrepreneur



Since September 2008 an amazing 45,500 new businesses have registered on eBay UK, almost 24,000 of which started up in 2010 alone - representing 38% growth on the previous year.

4. eBay clinched the No. 1 spot among the top 50 ranking of social brands, for most effectively and consistently engaging customers via social media channels, according to Alterian's inaugural Social Media Reputation (SMR) Index.

Position	Interbrand Position	Brand	Reach	Recency	Satisfaction	Recency	Overall
<b>1</b>	43		98.65	98.78	85.6	86.12	<b>92.29</b>
<b>2</b>	17		98.22	99.15	88.98	81.51	<b>88.61</b>
<b>3</b>	4		97.82	96.22	84.22	83.11	<b>87.00</b>
<b>4</b>	54		95.13	94.52	76.09	75.26	<b>85.25</b>
<b>5</b>	36		94.25	97.12	80.12	78.96	<b>83.58</b>

5. You can buy up to 70% on most of your brands direct from the brand owners.



## 6. eBay is better marketplace for exports

Figures show that small businesses sold £446m of goods abroad through eBay last year, a staggering 128% increase in the three years since the credit crunch began in 2007

According to eBay, the top export market for online firms is the US, making up £66m of sales, followed by Australia, Germany, Ireland and France.

However, sales to emerging countries such as Brazil, India, China and Malaysia rose by to £21.6m, an increase of 64% on 2009.

## **Conclusion**

eBay has evolved to become very important sales channel for online retailers. It has met the demands of buyers and sellers.

We will help to make the very most from eBay marketplace whether you are a sole trader or small start up and new to selling on eBay or a experienced business seller looking to optimise your eBay business.

