Literature Review

Name: Mohiuddin Abdul Kader

ID:1420695042

Group:06

# Introduction:

To make a good online auction system we need to analyze and review some of the existing online auction platforms. We a have to review the most popular online auction platforms and analyze their selling, bidding, user security, performance etc. Also we have to review some of the existing online and ecommerce existing system present in our country. For these reasons I chose to review most popular online auction website “ebay” and “ubid.com”. Also we’ll review existing ecommerce website in Bangladesh such as “bikroy.com”, “cellbazar.com”, “The Krishi Market”, “e-Krishok” etc.

# ebay :

Online auctions, especially, exemplify an enormous rate of growth that was made possible by the Internet and technology. eBay, the premier online auction retailer with over 80% of the web auction market, boasts that, on any given day, there are quite 12 million items listed on eBay across over 18,000 categories. the main great thing about eBay has long been the very fact that anyone can check in and begin selling with none experience or complicated store front set-up. Even sellers without stores get hundreds of free listings a month under its fee structure. this sort of selling has attracted many smaller category sellers over the years but uprising fees and increasing reviews and customer service requirements have alienated many. eBay provides tons of buyers with the convenience of shopping online. eBay also offers international shipping to several purchasers round the world. Still, whether you're buying or selling on eBay, there are variety of disadvantages that are evident and this project addresses some of these which are presented by eBay auction system. the arrival of online auctions such as eBay and uBid has made shill bidding far more exploitable. this is often because it's relatively simple for a seller to register under many names or usernames and operate this illicit fraud. eBay has been involved in many legal disputes where the bidders and therefore the sellers are accused of shilling (Schwartz et al, 2002). eBay features a policy for shilling that clearly outlines the penalties for shill bidding. The regular process for the bidder who suspects that that they need been shilled is to contact eBay, who then investigates the incident. With the new system it provides the shill scores for the various buyers there's no got to first make calls to form complains.

# Ubid.com:

The other popular online auction platform that was analysed is Ubid.com. UBid is one of the

world leading UBid is one among the leading online auction and e-commerce site that gives live

auction bidding using sophisticated auction technology uBid.com may be a leading on-line auction

and e-commerce site offering name products to both consumers and businesses through live-action bidding using sophisticated auction technology. The company's Internet auctions feature a dynamic selection of branded computers, housewares, electronics goods, sporting goods and jewelry. uBid also has Better Business performance Online standards, which provides customers security to bid safely online. The site focuses on excess new, refurbished and overstocks consumer electronics like electronics goods, computers, home goods, ornaments, watches and smart phones. uBid.com is not a penny auction site where it sells bids, nor does it accept any third-party sellers without being approved like eBay. Sellers must be approved with the thought that the platform should avoid counterfeit, infringing, stolen or other questionable products on its platform.

# Existing online marketplace available in Bangladesh:

**Bikroy.com** and **cellbazar.com** are the websites where you can buy and sell almost everything. You can also buy and sell the agricultural products from these market places but it’s not that common. The best deals are often through with people who sleep in your own city or at your own street; cellbazar.com and Bikroy.com are easy to shop for and sell locally. The Krishi Market (http://www.krishimarket.com/) is one among the agro-based online shopping market in Bangladesh. you'll buy many sorts of agro based products here. there's an enormous number of made transactions a day . Many quite product categories are available here. "Banglalink Krishibazaar" which provides the farmers with important market information and eliminates the broker. To understand the newest market prices of essential agro produces in 18 major markets across the 7 divisions of Bangladesh to seek out other agro buyers and sellers. Agro buyers and sellers can post or browse their desired agro product info within the service for selling or buying. the vendor or buyer also can call up his/her desired seller or buyer instantly by pressing "8" and finalize the deal. the knowledge of the products is out there by categories, prices, locations, etc. to form the method easier. Krishi Barta is an agro portal for Robi subscribers especially targeting the ‘farmer’ group of Bangladesh. This basket of services are going to be helpful to anyone who is directly or indirectly related to agriculture or agribusiness.

**e-Krishok:** BIID's agricultural service is branded as e-Krishok, an initiative which is aimed toward farmers with the specified goal of providing services from which farmers will benefit both in terms of their farming activities and opening up opportunities in new avenues which can ultimately translate into increased income for farmers. Farmers with any problem or query or issue which is said to agriculture can attend nearby ICT enabled Information Center /Telecentres and receive the knowledge that they're seeking. the knowledge usually provided to them during a timely and quick manner, in order that the farmers can get on with their activities. With such timely and appropriate information, farmers are going to be ready to maximize their economic gain; enabling them to realize income growth through agricultural activities. e-Krishok is now during a process of remodeling into a transactional service. BIID together with Grameen Phone (GP) introduced SMS/call back service via Short Code. Bangladesh Government developed agricultural policies, plans, regulations, acts, etc. for sustainable agricultural development and for food sufficiency. It provides support in developing new agricultural technologies to spice up agricultural production and coordinate in local and international trade agencies for marketing. Agriculture Information Service, Bangladesh Agricultural Research Council (BARC), Ministry of Agriculture.

# References

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