

1 LE 01 – Einführung und Überblick

1.1 Vision

With the new online-auction module even small companies should be able to host their own cheap & easy online auctioning platform. Customers of this module are specialized auction sellers or companies, that want to open up a new revenue channel. Because there is already a wide array of online auctioning systems available, this one should be easily customizable for specialised auctions for and by customers.

1.2 Functionality

1.2.1 Essential

- Start & purchase now prices
- Ratings
- Notifications for auctions
- Payment options (cash, bill, credit card, paypal, ...)
- REST API

1.2.2 Customizable

- Branding
- *Closed or open marketplace*
- Delivery options
- Sale fees
- Categories for wares
- Integrations for SSO, Accounting tool(s), Inventory management
- Auto block on bidding for users with open bills above *customizable value*

1.2.3 Other

- Import for auctions
- Sourcing auctions functionality
- View state of current auctions (buyer & seller)

1.3 Market analysis

1.3.1 Ricardo

Target audience	CH
Sellers	mostly private
Buyers	mostly private

1.3.2 Ebay

Target audience	worldwide
Sellers	mostly business
Buyers	mostly private

1.3.3 BStock

Target audience	worldwide
Sellers	business
Buyers	business