

Full name: Phạm Thị Minh Phương

Class: 3c13

Student ID: 1301040175

Tutorial 1 - E-business model report

- *Find a website that is popular*
- *Think of e-business model that chosen website belongs to.*
- *Explain why you think so in one-page report and submit to the fit portal.*

In this report, I will choose [ebay.com](https://www.ebay.com) as an object to analyse an e-business model called "Auction". This website was created by Pierre Omidyar in 1995 with the initial name "AuctionWeb". In the early day, it primarily sold collectibles and now it has become an enormously successful system of e-commerce.

It is a fact that auctioning has been a way to buy and sell goods or services for thousands of years. In eBay, any individual can buy and sell items from each other and the site takes the role as "auctioneer". Firstly, items put up for sale by bidding, new and used items are posted, usually with a picture, description, warranty, and shipping information, and buyers are allowed to bid their price. Traditionally buyers still have chance to examine goods while "auctioneer" earns revenue by taking cut from each transaction or charging listing fee. In addition, feedback rating (left by both buyer and seller about each other) in ebay is a featured point that makes the site allows future buyers can gauge a seller's credibility by using these feedback ratings.

Including business to business (B2B), business to consumer (B2C), and consumer to consumer (C2C) auctions, eBay is the best example of an auction site that uses all three methodologies.

eBay and other online auction has changed the way modern people buy as well as brought about new problems. Anybody with web get to now has the chance to be required in a commercial center where they can get a wide range of items, while additionally being effectively required in setting their cost. As we move deeper into the 21th century, forecasts estimate that the total number of online auctions as well as types of products offered will continue to grow.

References:

<https://www.techopedia.com/definition/26416/online-auction>

<http://iml.jou.ufl.edu/projects/Fall03/Erickson/auction.htm>