

Greater China Business Plan Tracking

GUIDE.SUMMARY What: eBay encourage Greater China sellers go through business onboarding process (detail process is in Guide1383) to get higher selling limits and other customized privileges to extend their eBay business. In order to support sellers to set appropriate limit at the beginning, we request sellers to provide their business plan during the PGC process. The Business Plan Tracking process is to ensure that sellers can follow their plan. Accounts which are not compliant with tracking criteria from the perspectives of cumulative GMV, fulfillment on targeted corridor, category, ASP range, historical defect, duplicate listing violations and other types of risk exposed to eBay will have limit reset back to original. Who: eBay accounts with Greater China (China mainland\Hong Kong\Taiwan) region who has already passed Business onboarding process and get limit increased. How: 90 days later after seller pass business onboarding process. Monthly basis evaluates account business plan fulfillment score. Account business profile will be comparing to the original business plan submitted

GUIDE.RELATED_LINKS Portal seller BBE dashboard guide (External) <http://community.ebay.cn/portal.php?mod=view&aid=247>; Portal seller BBE dashboard backend tool: (internal for GC CS only)

<http://www.ebay.cn/maisha/sellercenter/performance tool/backend/>; <http://www.ebay.cn/maisha/sellercenter/performance tool/backend/>

GUIDE.TALKING_POINTS Why was my account limit reset? The limit has been reset to QTY5/GMS HKD 400 since the business plan tracking model has detected that one of the below scenarios may happened for your account:

- GMV may not actively ramping up since limit increased.
- Suspension Issue.
- Duplicate listing violation issues in past 3 months.
- A very low fulfillment score on targeted business plan, such as majority GMV is not from targeted corridor, category or ASP range; Account defect is not controlled well, account averaged monthly GMV is low.

How often is the assessment taking? The

assessment is taking on the first Tuesday of each month. How and when can I get appeal? Generally, no appeal for this process. If account has account manager, please direct seller to account manager for detailed information and appeal requirements. How can I find more performance related information? Seller can find performance related information on Greater China Seller Dashboard. Alternatively, they can approach account manager for more detail metric and information. </h2>