Initial web based market place concept

**Sue's doll market place**

**What are the variations?**

1. Affiliate program?

2. Consignment?

3. Subscription?

Site needs to be attractive, functional and have ease of use

Note: Offer a choice of plans to people that are interested in selling with you. I recommend a questionnaire/ survey for prospective clients via beginning page.

The idea is to build a site that becomes a go to place for patterns/ e-books (possibly other goods) and have a decent variety of clients that the consumer can choose from.

**Responsibilities:**

1. Showcasing of vendors to the consumer
2. Consumer marketing
3. Market research; Consumer and vendor
4. SEO
5. Analytics
6. Offering categories for different genres
7. Developing niche markets
8. Developing criteria for quality control on products/ submissions
9. Reviews of relevant content not showcased on the site (I.E. book by an outside source)
10. Site needs to be stable and useable
11. Offering categories for brands of dolls and other items, such as:

* stuffed animals
* people

**Interesting ideas:**

Possible competitions for the development of a product

**Costs:**

Hosting

Domain

Plug-ins