

ABSTRACT

Online auctioning is a very sound and viable business model. It's an approach to business that has proven successful in finding customers, making sales, and getting better prices. Running business at online auction, we don't have to sell at the first price offered (traditional sales); instead we can wait for the better price offered (via competitive bidding). That has been the key to support better business profits.

This project will study all the functions of online auction starting from select online auction web site, item listing, payment method and feedback process; also selling with real online auctions web site and develops web site to work as catalogue online. The scope of the project concerns with online auction management, strategy and promotion. Ultimately, these techniques will make the seller reach the group of target customers.

The study of the online auction business will help the author have proof that online business works in the real business world, but the road to success must compose of deep knowledge in online auction marketing strategy, that will help to compete with many sellers in online auction business.