

## ABSTRACT

Business nowadays has been extended more into an electronic commercial form. One of another evolving e-commerce website projects, AbacExchange, began its business with the concepts for “auction online” which provides a solution for enabling e-marketplaces, including a fully integrated, real-time bidding solution which enables buyers, sellers and other providers to increase revenue, reduce costs and create a competitive advantage via the Internet.

Before the commercial had been introduced by an electronic world, auction started out with just a few group of people bidding and selling for some of the merchandises that are very limited by their geographical areas and only few have a chance to attend or even heard of an on-going auction events. Sellers will have to buy their merchandises to the market and negotiate a price within today so that they wouldn't need to bring it back again and again. Buyers, on the other hands, do not have a chance to see much of the products details because they will run out fast. This old auction system somehow does not benefit that much to both parties.

An online auction will help propose a new solution which helps to provide real-time pricing and brings an unprecedented level of profitability, control and simplicity to individual sourcing and liquidation processes. The keys to success and its business infrastructure had been planned to improve the efficiency service and quality standard of the website to achieve the best user experience with regards to their visiting and shopping. Future services and programs will be analyzed in order to drive more network traffic to increase revenue and Internet market shares.