

## ***Ebay or Amazon***

So, you can see there are real advantages to being able to sell your product online, but still have concerns about selling through your website. The good news is that an e-commerce shop isn't the only option.

Currently Ebay and Amazon are the most popular online shops, which you can use to sell your products. There are others which may be suitable depending on your product. Think of this option as a department store, where you can have your own concession.

As with everything, using someone else's shop to sell your product has its advantages and disadvantages. By answering the questions below you can start to see if this is a good option for your business, or not!

## ***My online sales***

Have a look at the existing categories on Ebay or Amazon, which would your products best fit into?

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How would you effectively describe your product within the restrictions\* (image size, max word count etc)?

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What do your current customers think about buying your product through Amazon / Ebay?

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Do you have the staff, resources and processes in place to manage the orders?

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By putting your products onto these online shops, they are instantly subjected to price comparison with other products. How competitive are your products on price?

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Does being competitive on price have a negative impact on the core values of your company?

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\*see resource sheet on Amazon and Ebay selling restrictions

