



雲端辦公室對外貿易應用方案

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www.ebay.com

www.ebay.co.uk

www.ebay.com.au

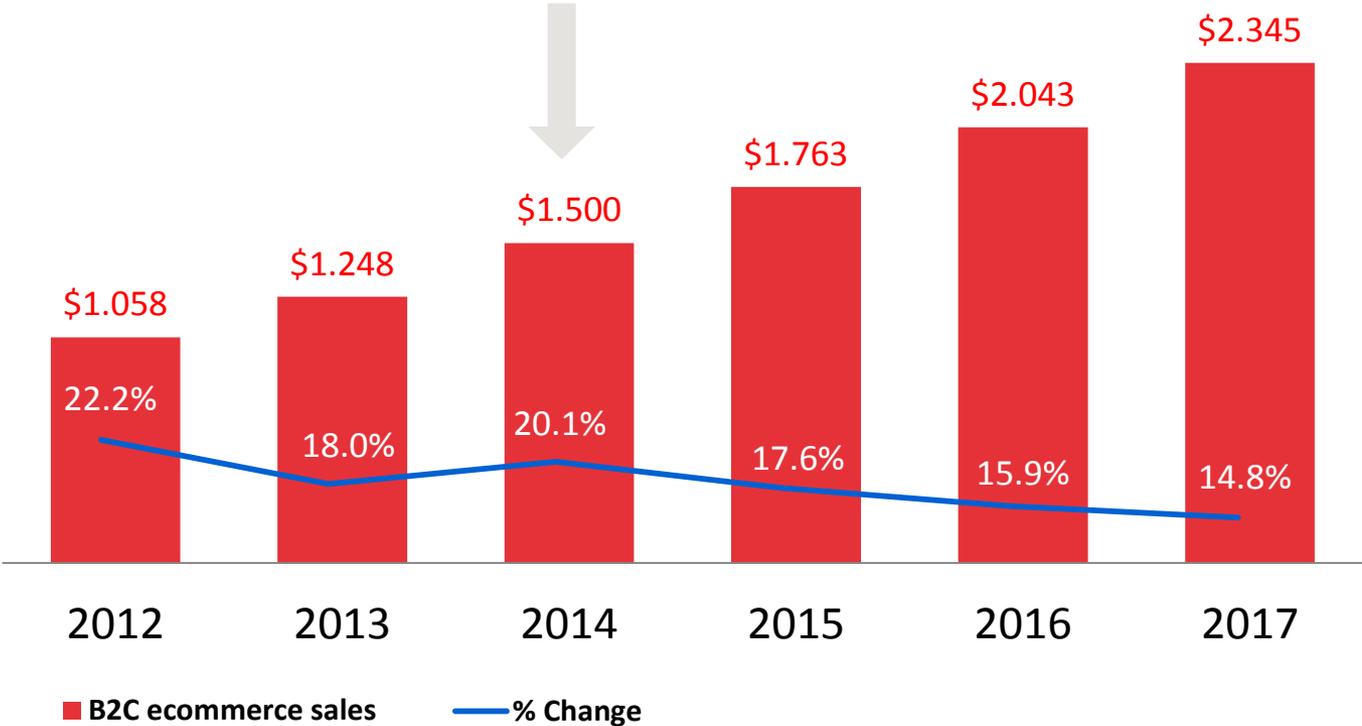
CONTENT

- Market Landscape
- eBay 101
- Top Rated Seller
- Concierge Program
- Useful tools

MARKET LANDSCAPE

B2C E-COMMERCE SALE GROWTH WORLDWIDE

Global B2C Ecommerce Sales to Hit \$1.5 Trillion in 2014



* Source: eMarketer, June 2013

B2C E-COMMERCE SALE GROWTH WORLDWIDE

Fast Growing B2C E-commerce countries: (Forecast Sales 2013 vs 2016)



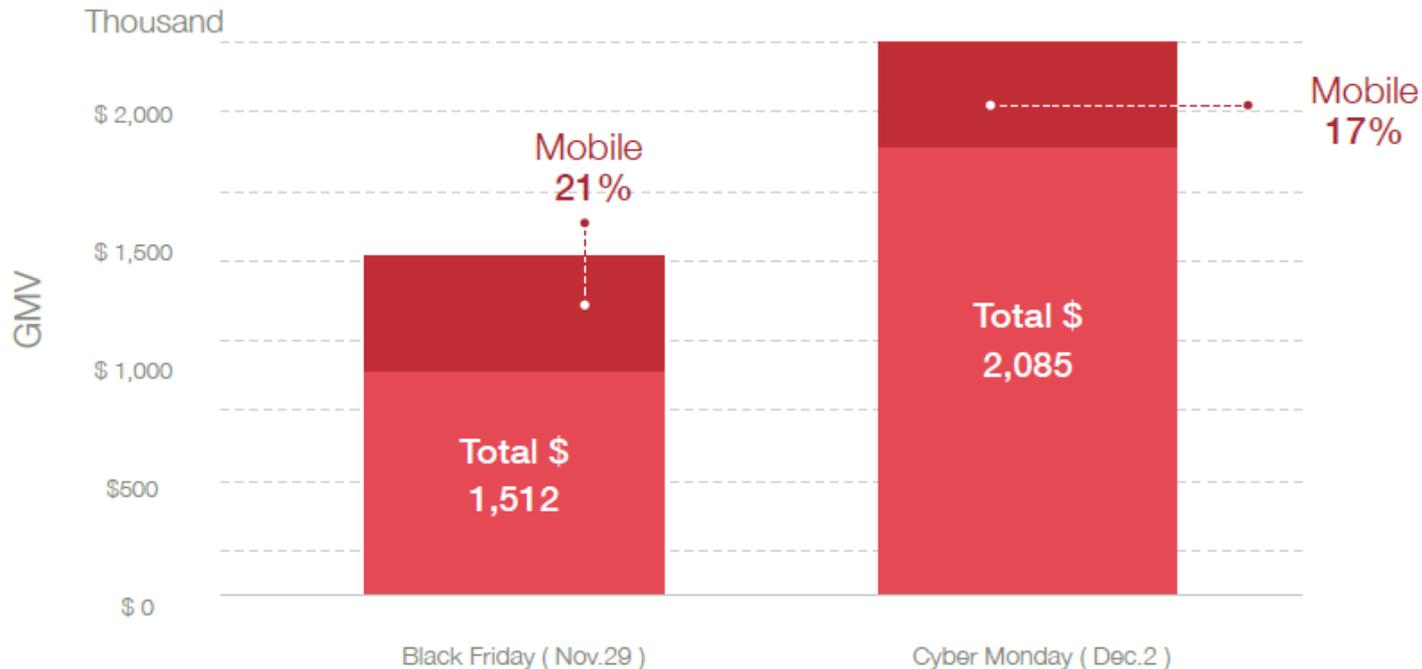
* Source: eMarketer, June 2013

FESTIVE PERFORMANCE

Black Friday (Nov. 29) / Cyber Monday (Dec.2)

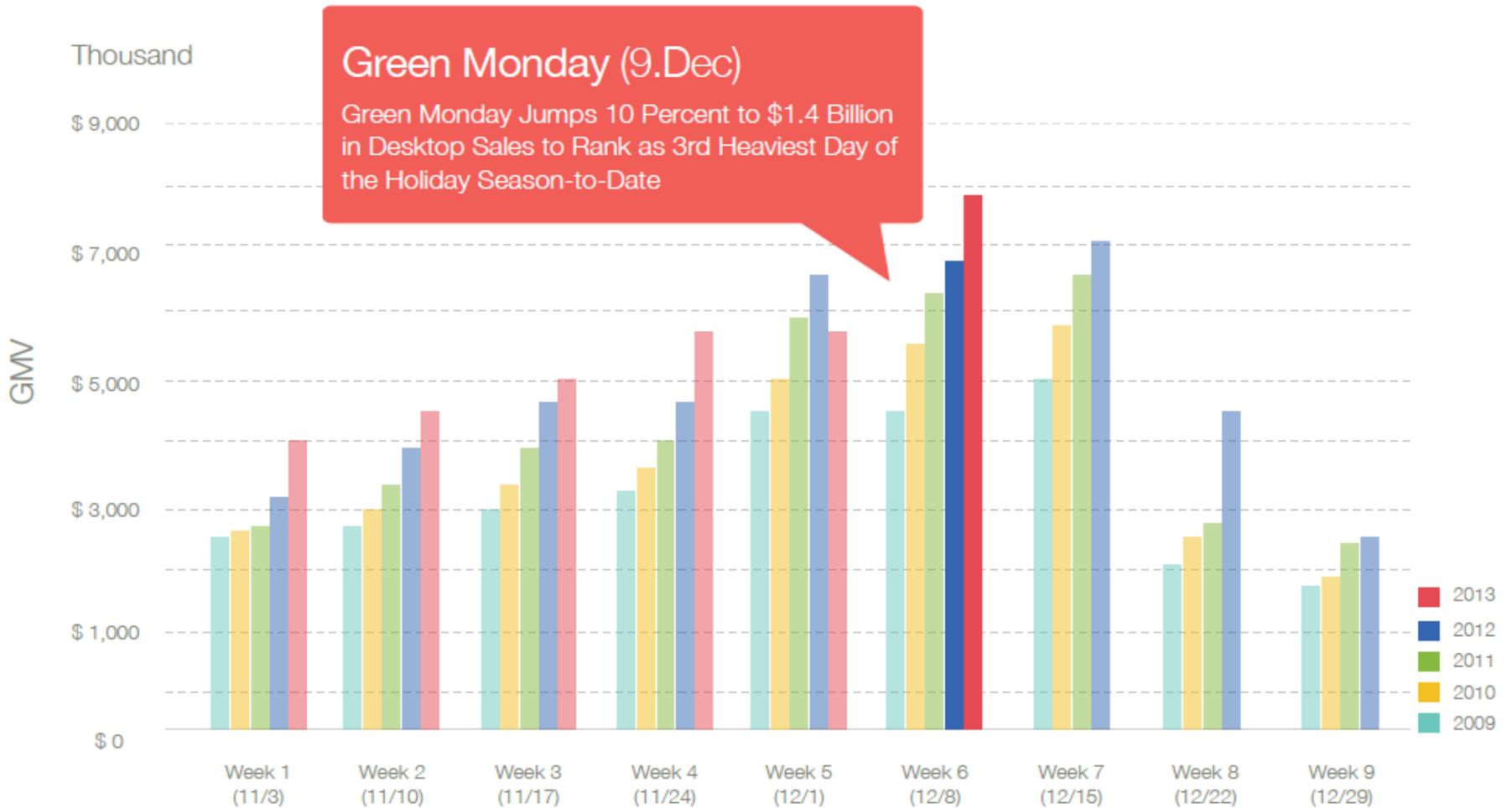
U.S. Desktop + Mobile E-Commerce Spending on Cyber Monday

Topped \$2 Billion (+3% YoY) While Black Friday Surpassed \$1.5 Billion



Source: <http://www.comscore.com/2013/12/u-s-desktop-mobile-e-commerce-spending-on-cyber-monday-topped-2-billion-while-black-friday-surpassed-1-5-billion/>

FESTIVE PERFORMANCE



Source: http://www.ebayinc.com/in_the_news/factsheets

EBAY ENABLING E-COMMERCE

EBAY MARKETPLACE HIGHLIGHT

800

MILLION
LISTINGS



>2

BILLION
ITEM SOLD



155 M

ACTIVE USERS
IN **190** COUNTRIES

30+

SITES GLOBALLY



22%

of items are purchased by shoppers
from **outside their countries**



25

MILLION
SELLERS FROM
AROUND
THE WORLD



EBAY MARKETPLACE: US VELOCITY in Q2 2014



A Cell phone sold every **4 seconds**



A bedding item sold every **18 seconds**



A wheel or tire part sold every **8.6 seconds**



A pair of shoes sold every **2 seconds**



An iPad sold every **2 seconds**

EBAY LEADS IN MOBILE



282M

Mobile
Application
Downloads

190
Countries

US\$13B

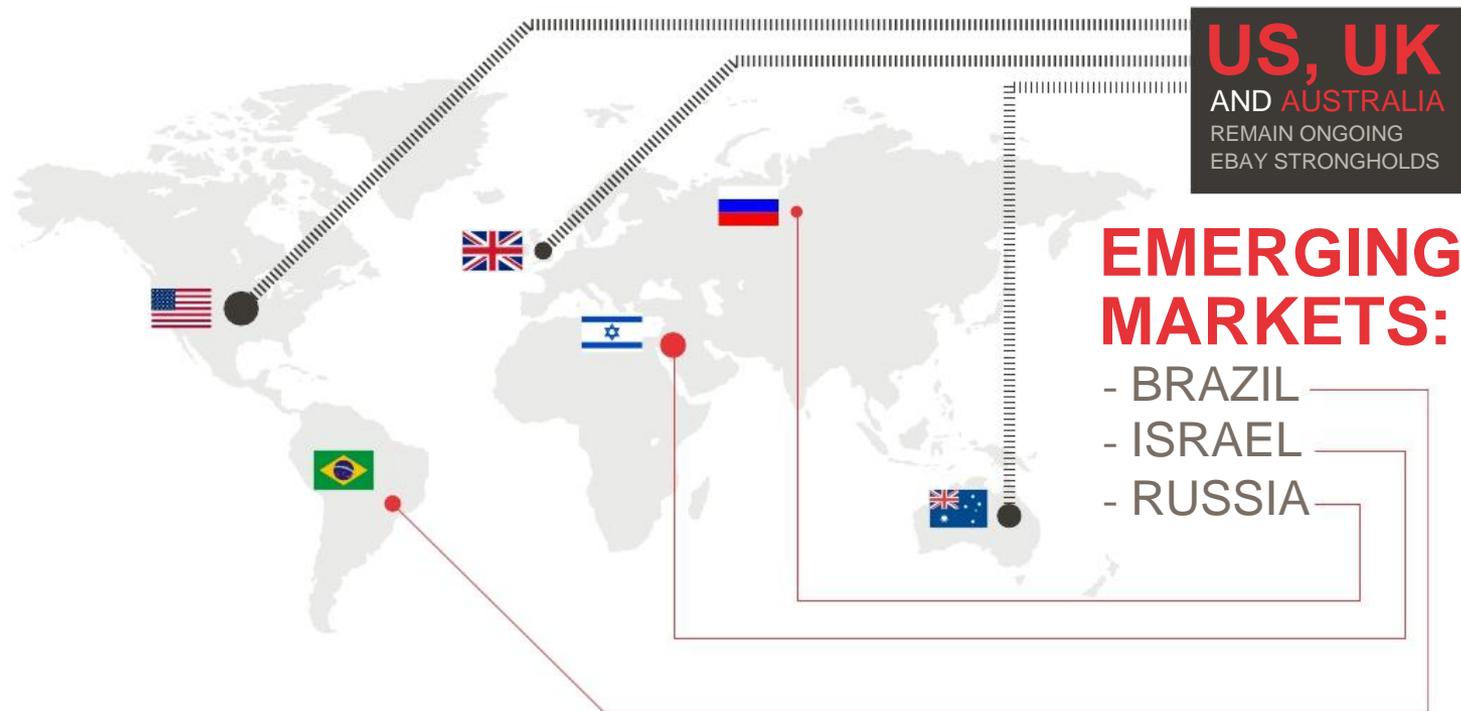
2012 Mobile GMV

US\$22B in 2013

PROMISING TRADITIONAL MARKETS AND NEW EMERGING MARKETS

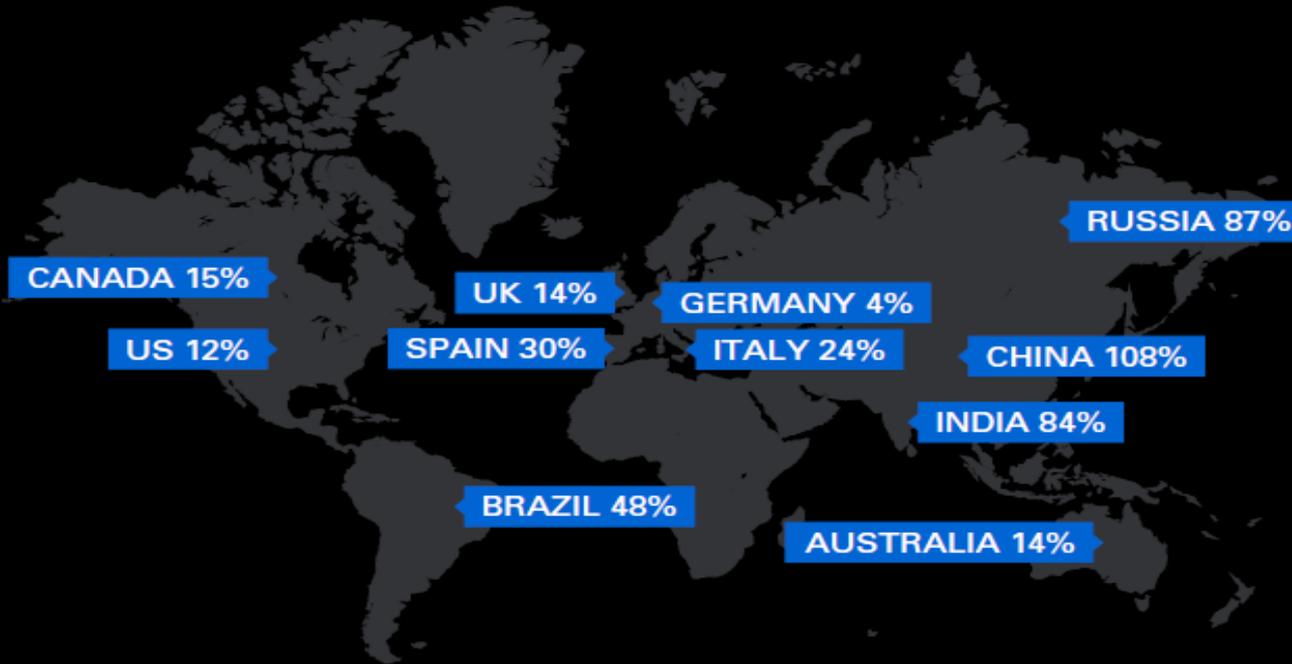
ebay.com
ebay.co.uk

ebay.com.au
ebay.de



* ASIA EXPORT INDEX 2012

↑ 13% ACTIVE BUYER GROWTH



GEO EXPANSION

Global Buying Hub: 3 million average registered unique users per week in Q3



RUSSIA
surpassed 1 million active buyers in September



LATIN AMERICA
active buyer growth 79% year over year

EBAY 101

HOW WE CHARGE

Insertion Fee

Final Value
Fee

FEE CALCULATOR

http://www.fees.ebay.com/feeweb/feecalculator

 Shop by category ▼ Search... All Categories ▼ **Search** Advanced

[Home](#) > [Sell](#) > [Seller Information Center](#) > Fee calculator

Fee calculator

Enter your information below and click **Calculate fees** to get an estimate of total fees for your item.

1 Select a category

Fees vary, depending on the category. For the most accurate fee estimate, please select all applicable subcategories.

Select category ▼

2 Select listing information

Listing details

Selling format	Starting price	Sale price <small>?</small>
Auction-style ▼	\$ <input type="text"/>	\$ <input type="text"/>

Listing upgrades ?

Gallery Plus Listing Designer Subtitle Value Pack ? Bold

Scheduled Listings Reserve price International site visibility

Your estimated fees

Insertion fee	\$0.00
Final value fee <small>?</small>	\$0.00
Listing upgrade fees	\$0.00
Discount	-\$0.00

Total
\$0.00

Calculate fees

Start over

EBAY + PAYPAL FEE

eBay Category	Cross Broader Trade Seller Fee				
	New FVF	TRS FVF	PayPal fee *	Exchange Rate	Total Fee
Desktop & All-in-Ones	4%	3.2%	3.2%**	3.2%	9.6% - 10.4%
Video Game Console	4%	3.2%	3.2%**	3.2%	9.6% - 10.4%
Consumer Electronics & Cameras Photo (Device)	6%	4.8%	3.2%**	3.2%	11.2% - 12.4%
Musical Instruments & Gear	7%	5.6%	3.2%**	3.2%	12% - 13.4%
Motors Parts & Accessories	8%	6.4%	3.2%**	3.2%	12.8% - 14.4%
Collectibles Clothing, Shoes & Accessories	9%	7.2%	3.2%**	3.2%	13.6% - 15.4%
Home & Garden	9%	7.2%	3.2%**	3.2%	13.6% - 15.4%
Camera & Photo Accessories, Cell Phone Accessories (Accs.)	9%	7.2%	3.2%**	3.2%	13.6% - 15.4%
Jewelry & Watches	9%	7.2%	3.2%**	3.2%	13.6% - 15.4%

HOW YOU GET PAID



Mouse over image to zoom

Apple iPhone 3GS - 16GB - Black (AT&T) Smartphone + Beautiful Case

Item condition: **Manufacturer refurbished**

Time left: **1h 48m 13s** Today 3:45PM

Current bid: **US \$31.00**
Approximately HKD 240.46
Reserve not met

[9 bids / 2 bidders]

Enter \$price\$ or more

Place bid

Price: **US \$100.00**
Approximately HKD 775.69

Buy It Now

Add to cart

3 watching

Add to watch list

★ Add to collection

100% positive
Feedback

Limited time remaining

Fast and safe
Shipping

SELLING ALLOWANCE

- Account limits allow us to review account activity and confirm certain information from the seller. These limits vary by seller and may be increased based on your overall selling activity.

Monthly selling limits [Edit](#)

You can sell up to 39,400 items or up to HKD 11,364,550.00 per month, whichever comes first.

Your May selling activity	Items	Amount
You have sold	129	HKD 22,132.25
You have listed (active)	31071	HKD 9,444,943.76
You can list	8200	HKD 1,897,473.99
	Out of 39,400	Out of HKD 11,364,550.00

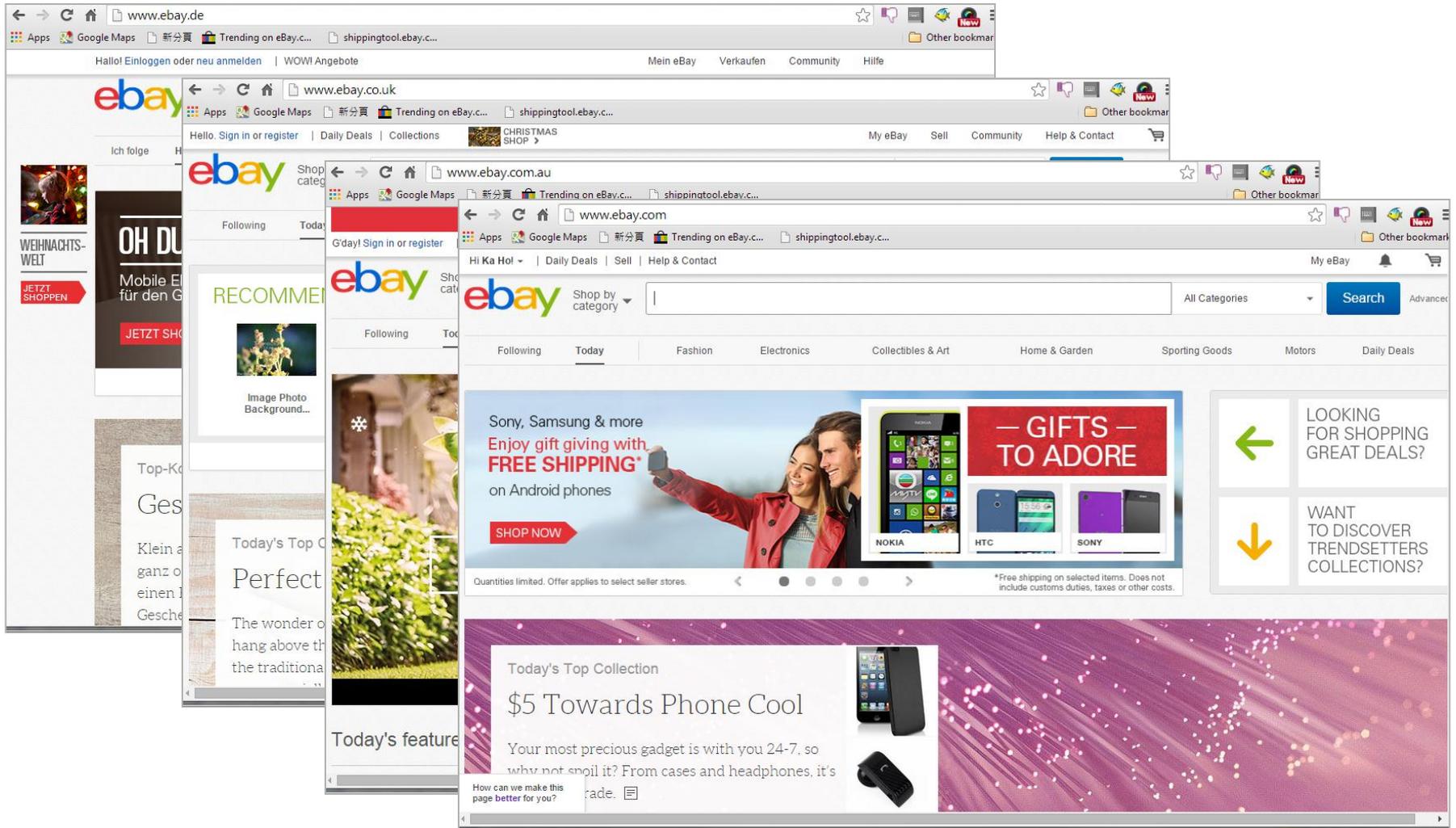
[How selling limits work](#) | [Request higher selling limits](#)

Available Selling limits

LIST YOUR FIRST ITEM

LIST YOUR FIRST ITEM

1. Choose your listing country



LIST YOUR FIRST ITEM

1. Sell an item

The screenshot shows the eBay homepage with the following elements:

- Top Navigation:** "Hi jun!" with a dropdown arrow, "Daily Deals", "Sell" (highlighted with a red box), and "Customer Support". On the right, "My eBay", a notification bell, and a shopping cart icon.
- Search Bar:** "Shop by category" dropdown, a search input field, "All Categories" dropdown, a blue "Search" button, and "Advanced" link.
- Category Navigation:** "My Feed", "Collections" (underlined), "Fashion", "Electronics", "Collectibles & Art", "Home & Garden", "Sporting Goods", "Motors", and "Daily Deals".
- Main Content Area:**
 - Left:** "Workout time! UP TO 50% OFF & FREE SHIPPING on sport watches" with a "SHOP NOW" button.
 - Middle:** Three smartwatch listings: SUUNTO (\$245), POLAR (\$239), and GARMIN (\$415).
 - Right:** Two promotional boxes: "LOOKING FOR SHOPPING GREAT DEALS?" with a green arrow and "WANT TO DISCOVER TRENDSETTERS COLLECTIONS?" with a yellow arrow.
- Footer of Main Content:** "Quantities limited. Offer applies to select seller stores." and a disclaimer: "Free shipping* does not include customs duties, taxes, or other costs."
- Bottom Section:** "Today's Top Collection" titled "Glamour the Italian Way" with a description: "Cobbled streets, piercing blue skies, hot Italian days, delicious cuisine. Italy is a place where dreams come true. The real fashion capital of glamour, so you must dress the part. Epitomise Italian style and douse yourself with chic". It features images of a man in a blue jacket, a red camera, and a landscape with grapevines.

LIST YOUR FIRST ITEM

2. Search the category



SELL YOUR ITEM

1. TELL US WHAT YOU'RE SELLING 2. CREATE YOUR LISTING 3. REVIEW YOUR LISTING

Tell us what you're selling

Start a new listing

Give us a title for your listing or enter a UPC, ISBN, VIN or Part Number. [?](#)

Get started

For example: nine west women's shoes, ford mustang headlights

[Browse categories](#)



Finish your draft listing

(Untitled draft) *

Category: Books > Textbooks, Education

[\[Delete \]](#) *Edited Sep-05.

Complete

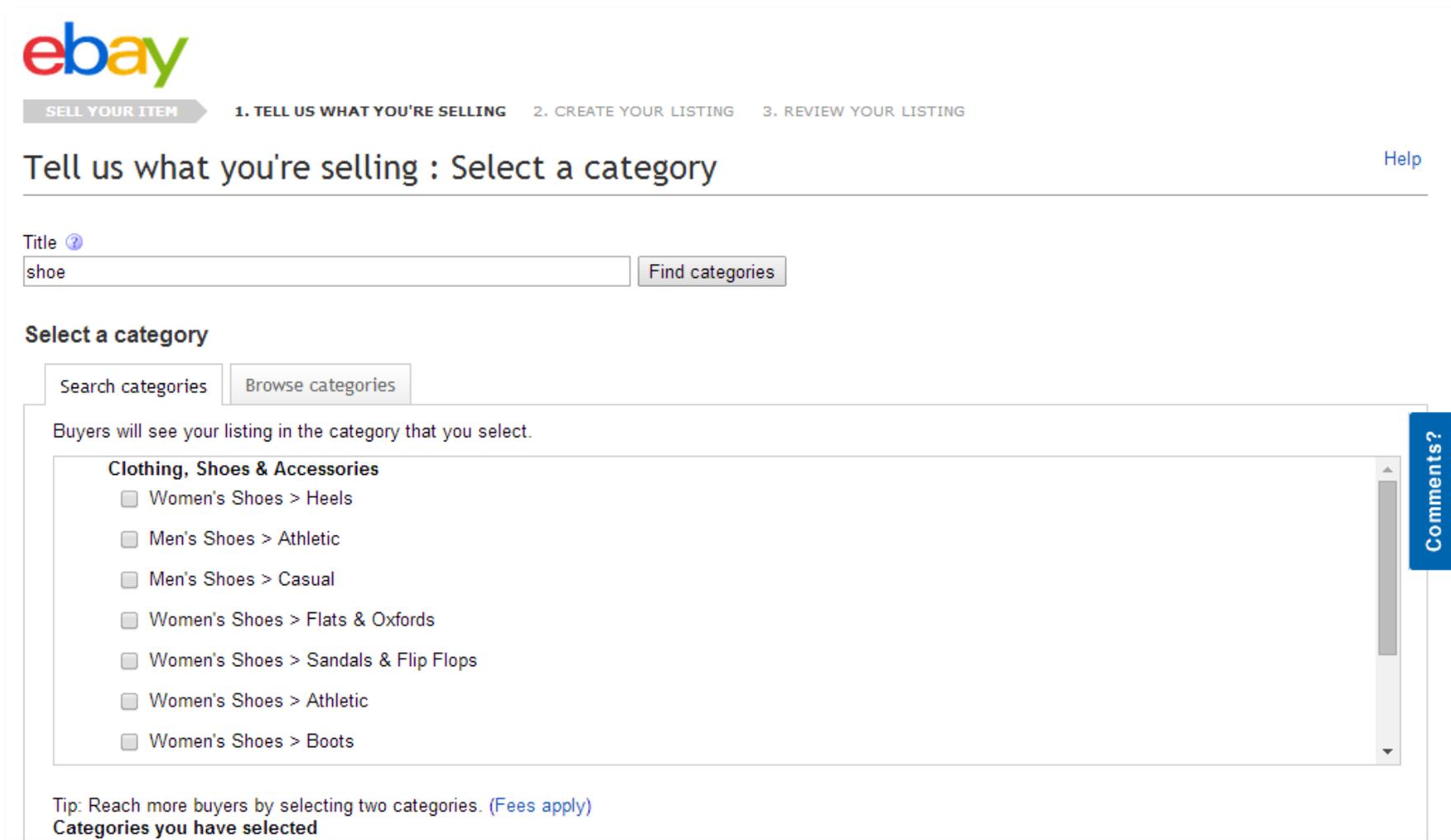
[Community](#) [About eBay](#) [Announcements](#) [Security Center](#) [Resolution Center](#) [Seller Information Center](#) [Policies](#) [Site Map](#) [eBay official time](#) [Preview new features](#) [Contact us](#) [Tell us what you think](#)

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LIST YOUR FIRST ITEM

3. Choose the category



The screenshot shows the eBay 'List your item' interface. At the top left is the eBay logo. Below it is a progress bar with three steps: '1. TELL US WHAT YOU'RE SELLING' (highlighted), '2. CREATE YOUR LISTING', and '3. REVIEW YOUR LISTING'. The main heading is 'Tell us what you're selling : Select a category' with a 'Help' link on the right. Below the heading is a 'Title' input field containing the text 'shoe' and a 'Find categories' button. Underneath is a 'Select a category' section with two buttons: 'Search categories' and 'Browse categories'. A message states 'Buyers will see your listing in the category that you select.' Below this is a scrollable list of categories under the heading 'Clothing, Shoes & Accessories'. The categories listed are: 'Women's Shoes > Heels', 'Men's Shoes > Athletic', 'Men's Shoes > Casual', 'Women's Shoes > Flats & Oxfords', 'Women's Shoes > Sandals & Flip Flops', 'Women's Shoes > Athletic', and 'Women's Shoes > Boots'. Each category has an unchecked checkbox. On the right side of the page, there is a vertical blue button labeled 'Comments?'. At the bottom left, there is a tip: 'Tip: Reach more buyers by selecting two categories. (Fees apply)'. Below the tip is the text 'Categories you have selected'.

ebay

SELL YOUR ITEM 1. TELL US WHAT YOU'RE SELLING 2. CREATE YOUR LISTING 3. REVIEW YOUR LISTING

Tell us what you're selling : Select a category [Help](#)

Title [?](#)
shoe Find categories

Select a category

Search categories Browse categories

Buyers will see your listing in the category that you select.

Clothing, Shoes & Accessories

- Women's Shoes > Heels
- Men's Shoes > Athletic
- Men's Shoes > Casual
- Women's Shoes > Flats & Oxfords
- Women's Shoes > Sandals & Flip Flops
- Women's Shoes > Athletic
- Women's Shoes > Boots

Tip: Reach more buyers by selecting two categories. (Fees apply)
Categories you have selected

Comments?

LIST YOUR FIRST ITEM

4. Fill in the Sell Your Item form

Create your listing

 List Auction-style FREE. Plus Buy It Now for FREE. [Learn More](#)

Category selected: Clothing, Shoes & Accessories > Women's Shoes > Heels [\[change\]](#)

1

Create a descriptive title for your item

shoe

(Your title has 76 characters remaining)

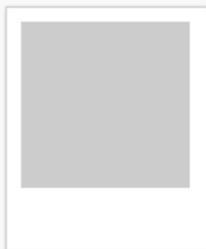
2

Bring your item to life with pictures

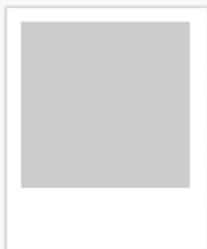
Click **Add a photo** and select the photo you want to upload. 



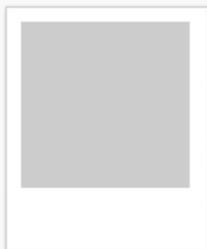
Add a photo
(FREE)



Add a photo
(FREE)



Add a photo
(FREE)



Add a photo
(FREE)

Tips

Your pictures in this category are on us and will appear on your Gallery Picture, a small version of your picture appears in search results. With Gallery Plus, buyers can also see larger pictures in search results.

LIST YOUR FIRST ITEM


Shop by category ▾

All Categories ▾
Search
Advanced

Related: cocktail dress party dress evening dress skirt summer dress womens dresses prom dresses blouse wedding dress...
 Include description

Auction & Buy It Now ▾
Condition ▾
Item Location ▾
Sort: Best Match ▾
⌵ ⌵
Popular on eBay

3,778,725 results for dress ➤ Follow this search
Shipping to: 33936

Categories

Clothing, Shoes & Accessories (3,439,395)

Women's Clothing (2,146,943)

Wedding & Formal Occasion (565,953)

Kids' Clothing, Shoes & Accs (264,933)

Baby & Toddler Clothing (186,466)

Men's Clothing (276,997)

More ▾

[See all categories](#)

Size (Women's) see all

▾ Regular

2XS	XS	S	M	L
XL	2XL	00	0	2
4	6	8	10	12
14	16	18	20	22

▸ Petites

▸ Plus

▸ Juniors

▸ Tall

Brand see all

Search in all available brands

"Handmade"

Adrianna Papell

Ann Taylor

Ann Taylor LOFT

Anthropologie

Banana Republic

БИНАНА РЕПУБЛИК

Color see all

Dress Length see all

Sleeve Style see all

Style see all

Condition see all

New (3,183,977)

Used (505,737)

Not Specified (89,001)

Price

\$ to \$ ➤

Format see all

All Listings (3,778,725)

Auction (285,717)

Buy It Now (3,573,894)



10 Photos

Women's Lace Dresses Tunic Sex...

\$19.99 Buy It Now

+ more options



2 Photos

Sexy Nightclub Deep V-neck Cuto...

\$4.99 0 bids 1m



6 Photos

NEW!Sexy Women Bodycon Chiff...

\$15.98 Buy It Now

+ more options



12 Photos

Long Sleeve Lace Black Party Clu...

\$6.50 11 bids 2m



12 Photos

Sexy BN Women Club Sleeveless ...

\$10.88 Buy It Now

+ more options



10 Photos

New women girls sexy casual flor...

SALE
\$14.99 ~~\$29.99~~

+ more options



3 Photos

My Michelle small dress

\$0.99 0 bids 3m



3 Photos

Fashion Cocktail Clubwear Bodyc...

SALE
\$15.19 to \$18.99

+ more options



4 Photos

Lady Sexy Halter Casual Slim Clu...

SALE
\$12.19 ~~\$23.99~~

+ more options



Womens European Fashion Crewneck...

\$18.99

Buy It Now

Free shipping



Womens Celeb Ladies Bodycon Business...

\$24.40

Buy It Now

Free shipping



New Women Sexy Long Sleeve Evening...

\$2.89

Buy It Now



Womens Evening Lace Black Sexy Bodycon...

\$16.99

Buy It Now

Free shipping

Search Result Page

LIST YOUR FIRST ITEM

1. Utilize eBay gallery (Max. 12 pics)

2. Fill in all item specific

3. Get the most out of the store

4. Keep sold record to enhance words of mouth

5. Appropriate shipping method

The screenshot shows an eBay listing for a "WOMEN'S FASHION VINTAGE PLEATED ELEGANT EMBROIDERED FLORAL COCKTAIL PARTY DRESS". The page includes a main image, a gallery of 12 images, and a detailed "Item specifics" section. Annotations highlight key features: the gallery (1), the "Item specifics" section (2), the "9 available / 55 sold" and "More than 86% Sold" statistics (3), the "Buy It Now" button (4), and the shipping information (5).

Item specifics

Condition:	New with tags: A brand-new, unused, and unworn item (including handmade items) in the original packaging (such as ... Read more)	Brand:	New
Sleeve Style:	3/4 Sleeve	Size Type:	Regular
Material:	Organza	Style:	Sundress
Pattern:	Floral	Dress Length:	Knee-Length

View item Page

WHEN YOUR ITEM SOLD



COMPETITIVE LISTING STANDARD

COMPETITIVE LISTING STANDARD

1. Photo

Size, Pixel requirement

For the best possible display of your listing on all eBay pages, take pictures with a **500 ~1600 pixel** dimension on the longest side.

The picture quality requirements **do not allow borders** added to the picture after it was taken. **No seller-added text or artworks**, including such as “Free Shipping” sales information.



COMPETITIVE LISTING STANDARD

2. Item Specific

Item specifics provide details about the item you're selling such as **brand, size type, size, color, and style**. They are at the top of your listing description, making it easy for buyers to view the facts about your item.

Add item specifics
Buyers often refine their search using these item specifics. If you don't provide these

UPC 

* **Brand**

* **Size Type**
Choose one value from the list. (If yours isn't listed, please type it in.)

* **Size (Women's)** 
Choose one value from the list. (If yours isn't listed, please type it in.)

Style [Remove](#)

Occasion [Remove](#)

Dress Length [Remove](#)

Sleeve Style [Remove](#)

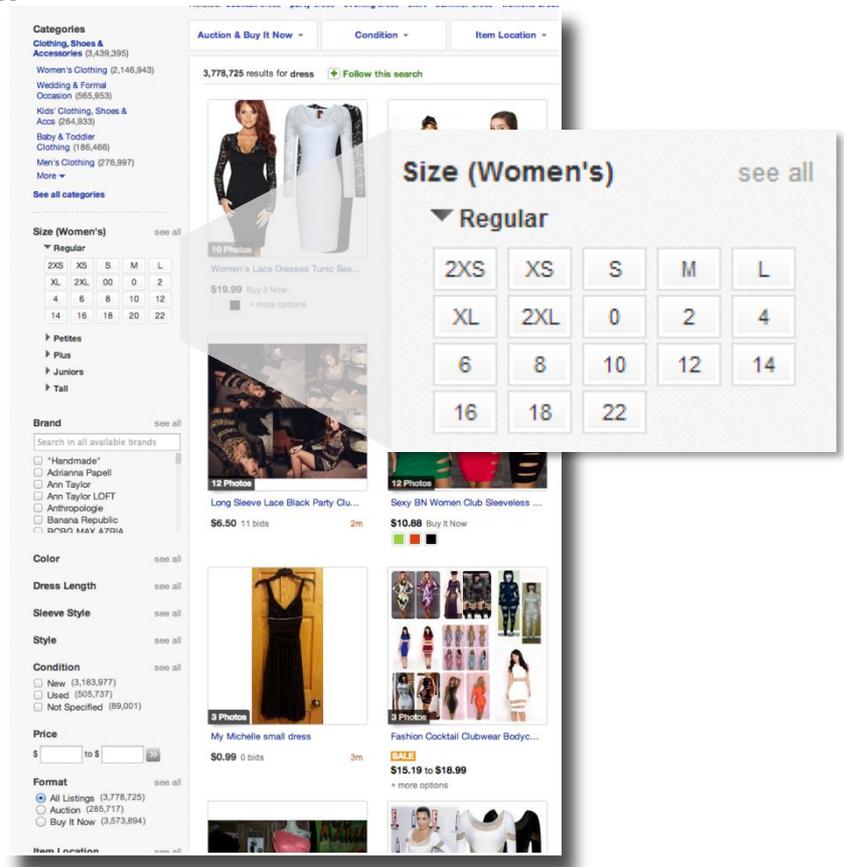
Material [Remove](#)

Color [Remove](#)

Pattern [Remove](#)

Country/Region of Manufacture [Remove](#)
Specifying the country/region of manufacture can help streamline customs clearance

[+ Add your own item specific](#)

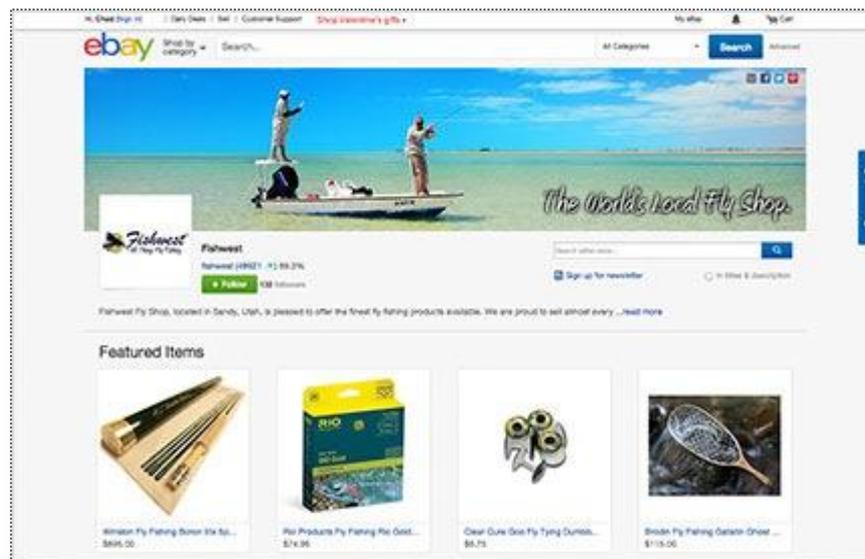


The screenshot shows an eBay search results page for 'dress' with 3,778,725 results. The page includes a left sidebar with filters for Categories, Size (Women's), Brand, Color, Dress Length, Sleeve Style, Style, Condition, Price, Format, and Item Location. The main content area displays several dress listings with photos and prices. A large, semi-transparent overlay titled 'Size (Women's)' is positioned over the listings, showing a grid of size options: Regular, 2XS, XS, S, M, L, XL, 2XL, 0, 2, 4, 6, 8, 10, 12, 14, 16, 18, 22. The overlay also includes a 'see all' link.

COMPETITIVE LISTING STANDARD

3. open an eBay Store

- ▶ Free listings & lower final value fee
- ▶ Improved design to turn browsers into buyers
- ▶ Powerful marketing tools to drive sales



Basic

150 FREE LISTINGS

As low as:

\$15.95 per month**

Premium

Recommended 

500 FREE LISTINGS

As low as:

\$49.95 per month**

Anchor

2500 FREE LISTINGS

As low as:

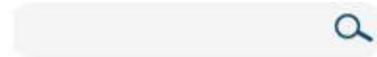
\$179.95 per month**

URL: <http://pages.ebay.com/storefronts/start.html>

COMPETITIVE LISTING STANDARD

ebay Stores

Home > eBay Stores > Yapper Wireless Store > All Categories



All Items

About Us

Payment

Shipping

Returns

Contact Us



FIND YOUR BEST STORE

<http://www.fees.ebay.com/feeweb/feeillustrator>

Fee Illustrator

To help you find out which Store can best fit your needs, enter your selling activity.

Tell us your average monthly sales

Which category do you primarily sell in? ⓘ

Camera & Photo Accessories, Cell Phone Accessorie

	Auctions	Fixed price*
How many listings do you create monthly?	<input type="text" value="55"/>	<input type="text"/>
If you're a Top Rated Seller, how many of your listings are Top Rated Plus listings?	<input type="text"/>	<input type="text"/>
How many items do you sell monthly?	<input type="text" value="40"/>	<input type="text"/>
What is your average selling price?	<input type="text" value="\$55.00"/>	<input type="text" value="\$"/>
What is your average shipping cost?	<input type="text" value="\$5.00"/>	<input type="text" value="\$"/>
Choose a subscription:	<input checked="" type="radio"/> Monthly	<input type="radio"/> Yearly

*Includes Good 'Til Cancelled listings

Calculate

Clear

eBay Store Subscriptions

Each Store level has a different subscription price and fixed price insertion fees. In general, the higher the Store level, the lower the insertion fees.

	No Store	Basic	Premium	Anchor
Subscription fee	\$0.00	\$19.95	\$59.95	\$199.95
Free-insertion-fee listings	50	150	500	2500
Auction insertion fees	\$1.50	\$0.00	\$0.00	\$0.00
Fixed price insertion fees	\$0.00	\$0.00	\$0.00	\$0.00
Auction final value fees	\$240.00	\$216.00	\$216.00	\$216.00
Fixed price final value fees	\$0.00	\$0.00	\$0.00	\$0.00
Total estimated fees:	\$241.50	\$235.95	\$275.95	\$415.95

Total estimated sales*: \$2,200.00

*Based on the numbers you entered

BEST MATCH

Search Result page

220 results found for **ebayonly headsets** [[View this search](#)]

Item Title	Price	Quantity
New SONY MDR-V700DJ Headphones - Silver	\$21.50	36,354
Stationary Lovell Blue Headphones - SAMSUNG	\$29.80	294,176
Stationary Lovell Red Top White Headphones	\$19.95	173,434
Stationary Lovell Black Blue Ed Style Headphones	\$24.50	214,726
Stationary SONY MDR Headphones - Black & Gold	\$21.00	229,764
Stationary SONY MDR Headphones - Black & Gold	\$12.82	14,026,514
New SONY MDR Headphones - Silver Headphones	\$19.90	36,354
Stationary SONY MDR Headphones - Black & Gold	\$16.50	14,126,114
New SONY MDR Headphones - Black & Gold	\$29.95	14,126,114
NEW LOBBEYROLL CANDY GAMING/ARCADE COMBIB HEADPHONES	\$26.80	294,226,444
New SONY MDR Headphones - Black & Gold	\$29.95	14,126,114

Impressions

View Item page

2009 New SONY MDR-V700DJ V700 DJ Headphones

Item condition: New

Time left: 3h 29m 05s (Est. Fri, 2009-08-07 22:40:21 PDT)

Quantity: 10 left

Current bid: **US \$20.50**

Your max bid: (Starts at \$23.00 or more)

Shipping: Other Int'l Shipping (see description) | See all details

Returns: No Returns Accepted

Coverage: Pay with PayPal and you'll purchase price is covered | See how

Store Categories: Thank you for coming my store:

Store home: http://stores.shop.ebay.com/westgolden_WOQQ_amrsZ1

Page views

Success Sold page

Congrats, you just bought this item.

Buy It Now Confirmation

Item number: 150354024070

Pay Now or continue shopping with this seller

Click Pay Now to confirm shipping, get total price, and arrange payment through PayPal.

Find more items from the same seller. Bid or Buy Now!

Sales

Click-Through rate

Sale through rate

Sales / Impressions

SHIPPING SOLUTION

ecShip – Shipping solution to US

http://shippingtool.ebay.com.hk

[What is e-Express and its fee](#) |
 [e-Express service flow](#) |
 [New Features](#) |
 [Help](#) |
 [FAQ](#)

powered by **PUSH AUCTION**

[ec-Ship terms and conditions](#) |
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 [Security center](#) |
 [Resolution center](#) |
 [eBay policy](#) |
 [Sitemap](#) |
 [Help](#) |
 [Contact eBay](#)

每件重量 (克)	郵費(港幣\$)			
	美國	加拿大	澳洲及紐西蘭	英國
50克或以下	\$16	\$35	\$30	\$32
51克 - 100克	\$21	\$41	\$34	\$36.5
超過 100克每加 10克另收				
101克 - 500克	\$1.1	\$1.1	\$1.0	\$0.9
超過 500克每加 10克另收				
501克 - 2000克	\$1.0	\$1.0	\$0.9	\$0.8

ecShip – Shipping solution to US

http://shippingtool.ebay.com.hk

Home > ec-Ship



简体中文 繁體中文

System ▾

Transactions ▾

Help

Recent sales (175)

Payment status

Unpaid (1)

Paid (2)

Post status

Delivery status

User folder

Contact

Contact Customer Support

Links

Legend

Search type **Tracking number** All status

Advanced search

Paid

Customize view

Bulk action:

[View eBay sync history](#)

Sales ID	Buyer ID / Tracking number / Postage / Item / Title / SKU	Site	Country / Status	Action
<input type="checkbox"/>	6_38295		RU	Proceed to ship More actions ▾
497	(261646063694) Environmental USB Rechargeable AA 2A Battery 1450mH x 2 pieces BT_01			Delete
<input type="checkbox"/>	lilblondie1995		GB	Proceed to ship More actions ▾
496	(261753971636) Blue Baby kids phone Monitor Walkie talkie 300 FT Transmission (No Battery) PE_01			Delete

Bulk action:

[View eBay sync history](#)

2 Records

<< Previous 1 Next >>

Page 1 of 1

ecShip – Shipping solution to US

<http://shippingtool.ebay.com.hk>

44間郵局接受市民投寄e-Express服務郵件，包括：

香港 (12)	九龍 (16)	新界 (16)
香港仔郵政局	長沙灣郵政局	空郵中心
郵政總局	機利士路郵政局	沙田第一城郵政局
告士打道郵政局	中央郵件中心*	粉嶺郵政局
莊士敦道郵政局	九龍灣郵政局	火炭郵政局
堅尼地城郵政局	九龍中央郵政局	葵芳郵政局
英皇道郵政局	九龍城郵政局	馬鞍山郵政局
摩理臣山郵政局	東九龍郵政局	西貢郵政局
筲箕灣郵政局	廣華街郵政局	沙田中央郵政局
上環郵政局	觀塘郵政局	石湖墟郵政局
小西灣郵政局	樂富郵政局	大埔郵政局
七姊妹郵政局	旺角郵政局	天耀郵政局
灣仔郵政局	新蒲崗郵政局	將軍澳郵政局
	大角咀郵政局	荃灣郵政局
	深水埗郵政局	屯門中央郵政局
	尖沙咀郵政局	楊屋道郵政局
	黃大仙郵政局	元朗郵政局

* 由2014年3月8日起正式接受投寄。在此之前，寄件人可前往國際郵件中心郵政局投寄有關郵件。

SHIPPING SOLUTIONS

eBay managed shipping solutions for Hong Kong exports features of services

	Hong Kong Local	to USA		
	COE Hong Kong	HK Post eExpress	DHL Global Mail	Winit
Solutions	Local pickup	Economy	Economy	Warehouse
Destination Coverage	Pickup for all eBay Economy & Warehouse shipping solutions	USA(all states)	USA(all states)	USA(all states)
Drop-off Location	Pickup incl.	39 Post offices	Tsuen Wan	Yuen Long
Parcel Weight Limitation	-	< 2 kgs	< 2 kgs	-
Minimum Charges	HK \$9 / pickup	50g	50g	20kgs / shipment
Charge Volumetric Weight	-	No	Yes	Yes
Transit Times	Same day/Next day	7-14 days	4-9 days	1-4 days (domestic)
Tracking	Yes	Yes	Yes	Optional
Proof of Delivery	Yes	Yes	Yes	Optional
Signature Proof of Delivery	No	No	No	Optional
Li-Battery Acceptance	Yes	No	Yes	Yes
Declared Value Limits	-	HK Post limits	USD \$200/parcel	-
Customs Clearance	-	Postal	Commercial	Commercial
Optional Insurance	-	Yes	Yes	Yes
Returns (Undeliverable)	-	Yes	No	Yes
Enrollment	Normination	Open to market	Normination	Normination
Remarks	-	-	-	Value-added options available

SHIPPING SOLUTIONS

	to Europe			to Australia		
	B-Post MiniPak	B-Post TrakPak	TNT Express	Toll	TNT Express	Winit
Solutions	Economy	Economy	Express	Economy	Express	Warehouse
Destination Coverage	27 EU countries	DE, ES, FR, IT, UK	All EU countries	AU	Australasia region	USA(all states)
Parcel Weight Limitation	< 2kgs	< 5kgs	-	-	-	-
Minimum Charges	-	-	500g	500g	500g	20kgs / shipment
Charge Volumetric Weight	No	Yes	Yes	Yes	Yes	Yes
Transit Times	Majority 5-8 days	Majority 3-7 days	2-3days	4-7days	1-3days	1-4 days (domestic)
Tracking	Yes	Yes	Yes	Yes	Yes	Optional
Proof of Delivery	No	Yes	Yes	Yes	Yes	Optional
Signature Proof of Delivery	No	No	Yes	Optional	No	Optional
Li-Battery Acceptance	Yes	Yes	Yes	Yes	Yes	Yes
Declared Value Limits	< EUR \$22/ parcel	-	TNT Express limits	-	TNT Express limits	-
Customs Clearance	Postal	Commercial	Commercial	Commercial	Commercial	Commercial
Optional Insurance	No	Yes	Yes	Yes	Yes	Yes
Returns (Undeliverable)	Optional	Optional	Optional	Optional	Optional	Yes
Enrollment	Normination	Normination	Normination	Normination	Normination	Normination
Remarks	-	-	-	-	-	Value-added options available

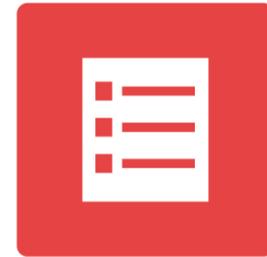
EBAY SOLUTIONS



Selling



Shipping



After sale service



Be a Top Rated Seller

SUCCESSFUL SELLER ROADMAP



FEEDBACK PROFILE

Feedback profile



Training (415 ★) 

Positive Feedback (last 12 months): 100%
[\[How is Feedback percentage calculated?\]](#)

Member since: Jul-18-07 in Hong Kong

This member is a **Top-rated seller**

- ✓ Consistently receives highest buyers' ratings
- ✓ Ships items quickly
- ✓ Has earned a track record of excellent service

[Learn more](#)



Recent Feedback ratings (last 12 months)

	1 month	6 months	12 months
 Positive	8	59	169
 Neutral	0	0	0
 Negative	0	0	0

Detailed seller ratings (last 12 months)

Criteria	Average rating	Number of ratings
Item as described	★★★★★	128
Communication	★★★★★	130
Shipping time	★★★★★	129
Shipping and handling charges	★★★★★	140

FEEDBACK PROFILE

[Activity](#) [Messages](#) [Account](#) [Applications](#)

My Account

- Personal Information
- Address
- Seller Account
- Preferences
- Manage communication with buyers
- Seller Dashboard**
- Resolution Center
- PayPal Account
- Subscriptions

Reports and service tools

- [Detailed Seller Ratings reports](#)
- [Selling Manager reports](#)
- [Traffic reports](#)
- [Sales reports](#)
- [File Management Center](#)

[Learn about Seller Standards](#) [Tutorial](#)

View status in: [Global](#)

Your seller level is:
Above Standard
As of your Jan 20, 2015 evaluation

Your projected seller level is:
Above Standard
For your next evaluation on Feb 20, 2015

[View trending data](#)

As of Feb 08, 2015

Your performance to date

- ▶ **0.25%** of your transactions had defects ✓
- ▶ **0** cases have closed without seller resolution ✓
- ▶ **1,578** transactions with total sales of **\$3,127.03**

TOP RATED SELLER

Defect Rate =

Low "Item As Describe" DSR	Low "Shipping Time" DSR	Negative / Neutral feedback
Open Cases	Cancel Transaction	Return
<hr/>		
Total Transaction		

- ≤ 2% (Top Rated)
- ≤ 5% (Above Standard)

HINT: BLOCK HIGH RISK COUNTRIES

› Home > My eBay > Account > Site Preference

Exclude shipping locations

You can exclude entire regions or specific countries you do not wish to ship to by selecting one or multiple options.

Select the regions or countries you don't ship to

Domestic

Alaska/Hawaii

US Protectorates [?](#)

APO/FPO

International

Africa [\[Show all countries\]](#)

Europe [\[Show all countries\]](#)

Oceania [\[Show all countries\]](#)

Asia [\[Show all countries\]](#)

Middle East [\[Show all countries\]](#)

Southeast Asia [\[Show all countries\]](#)

Central America and Caribbean [\[Show all countries\]](#)

North America [\[Show all countries\]](#)

South America [\[Show all countries\]](#)

Additional Locations

PO Box

You've excluded: **Southeast Asia, Europe, Middle East, Asia, Greenland, Bermuda, Mexico, Oceania, APO/FPO, Saint Pierre and Miquelon, Central America and Caribbean, Africa, South America, Alaska/Hawaii** [\[Clear all selections\]](#)

i When you apply your shipping exclusions, we'll block buyers whose primary shipping address is in a location you don't ship to. You can change this setting in the [buyer requirements](#) section of your selling preferences. These exclusions will be used as the default when creating new shipping policies. To update the exclusions on your live listings, [edit their shipping policies](#).

Global Shipping Program settings

Override my shipping exclusions for Global Shipping Program eligible items.

For example, if you usually don't ship to United Kingdom but want to ship to United Kingdom via Global Shipping Program, check this box.

Apply

Cancel

HINT: THANK YOU CARD

http://asiaassets.ebay.com/HK/images/201406_Seller_Thank_you_sticker-output.pdf

Dear valued customer,

Thank you for shopping with us!

We strive to deliver top notch service,
therefore if you are happy with the product, please give us
positive feedback and ***5-star ratings!***

Yet, if you are unsatisfied in any way,
please contact us by clicking "Ask a question" button
in the item, before leaving negative or neutral feedback,
we will make every effort to help.

Please come back and visit our store!

Regards,

ebay™

5 STAR
POSITIVE FEEDBACK

CONCIERGE PROGRAM

CONCIERGE PROGRAM

What is it?	What do I need to do?	Available categories
<ul style="list-style-type: none">▶ eBay's authorized vender helps selling your product upon consignment	<ul style="list-style-type: none">▶ Provide your products at competitive price.▶ we will do the rest including<ul style="list-style-type: none">• Account management,• Pricing strategy• Shipping solution, etc	<ul style="list-style-type: none">▶ Sustainable product supply▶ Ready for warehouse logistic solution▶ Higher ASP (average selling price) products

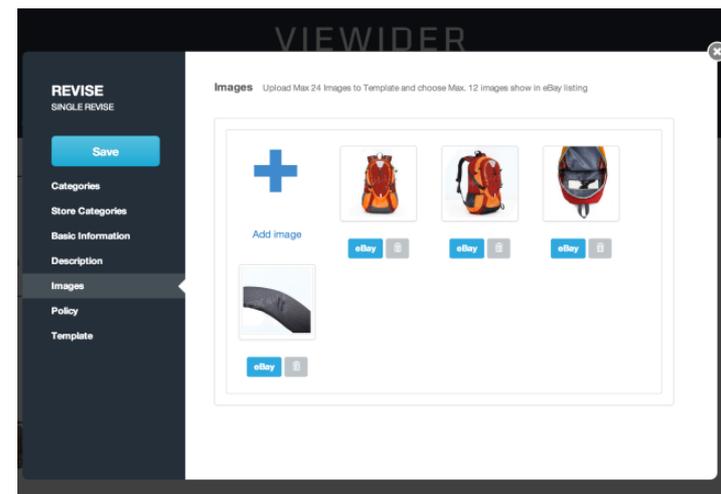
Fee: Open or appx. 25% of entire transaction, Including eBay fee / Shipping.

Payment: Paid by PayPal auto transfer 30 days later after buyers' payment received

Item value: Open

CONCIERGE PROGRAM - WORKFLOW

Person	Responsibility
Merchant	Submit item data
eBay vender	Prepare an research and design business plan
Merchant	Confirm the business plan
eBay vender	Publish to eBay
eBay vender	Notification when item sold
eBay vender	Send out the payment
Merchant	Re-stock items



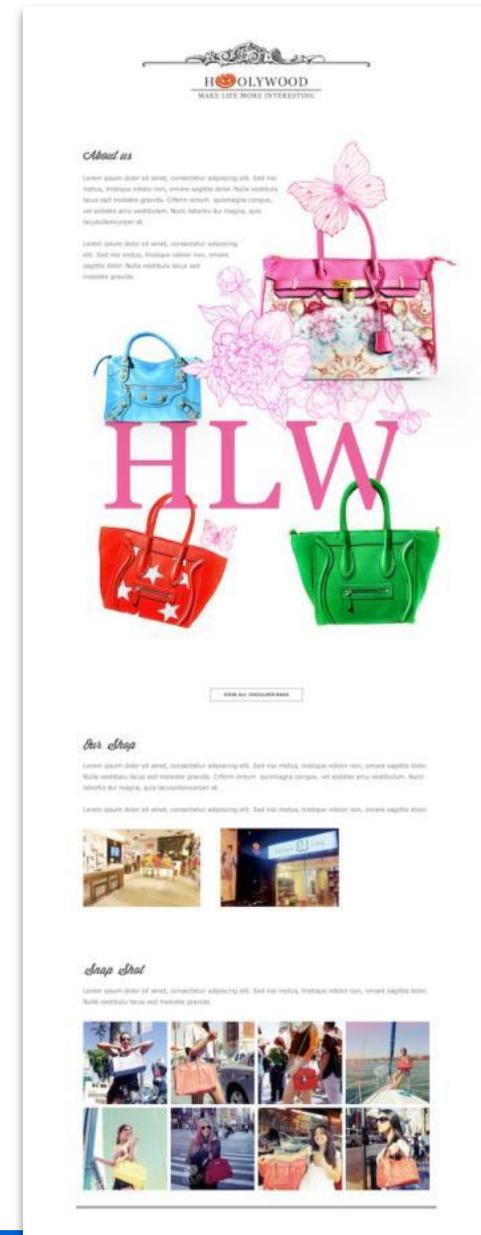
CONCIERGE PROGRAM - Example

- **Category:** Men's cargo pants
- **SKU:** 200
- **Shipping location:** US & UK warehouse
- **Selling price:** US \$30 ~ \$50



CONCIERGE PROGRAM - Example

- **Category:** Woman print handbags
- **SKU:** 100
- **Shipping location:** US warehouse & HK
- **Selling price:** US \$20 ~ \$50



USEFUL TOOLS

SELLING MANAGER (FREE)

http://pages.ebay.com/selling_manager

Performance Management Features

- Understand your sales performance and account performance status

The screenshot displays the eBay Selling Manager dashboard. On the left, there's a navigation menu with sections like 'Buy' and 'Selling Manager'. The main area is titled 'Selling Manager Summary' and includes a search bar and a 'Select a view' dropdown. A bar chart titled 'At a glance' shows sales performance over time, with three bars representing sales of \$10,167. To the right, a table titled 'Sold (last 90 days)' lists various sales categories and their amounts.

	Sales
All	\$97.92
Awaiting Payment	\$10.73
Buyers eligible for combined purchases	
Awaiting Shipment	\$2.75
Purchase and print shipping labels	
Paid and waiting to give Feedback	
Paid and Shipped	\$84.44
Shipped and waiting to give Feedback	
Resolution Center	\$39.35
Eligible for unpaid item case	
Unpaid item cases require your response	
Items not received or not as described	
Eligible for final value fee credit	

Sales Management Bulk Features

- Relist multiple sold and unsold listings
- Send feedback to multiple buyers
- File, track and manage multiple unpaid items & Final Value Fee requests

PROMOTIONS MANAGER (US, UK stores only)

http://cgi1.ebay.com/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard



Increase Order Size

EXTRA 20% OFF WHEN YOU BUY 4
While supplies last

EXTRA 20% OFF WHEN YOU BUY 4
Discount will be applied when you add qualifying items from [See all eligible items](#) to your cart.

Current Item	List Price	Now
Quik 90 Professional Series Ball Point Pen, Silver-Black	\$9.99	\$7.99
Quik 90 Professional Series Ball Point Pen, Silver-Black	\$9.99	\$7.99
Quik 90 Professional Series Ball Point Pen, Silver-Black	\$9.99	\$7.99
Quik 90 Professional Series Ball Point Pen, Silver-Black	\$9.99	\$7.99



Increase Traffic (Coupon)

Offer overview

Offer: **Save \$1 when you spend \$5+**

Subtitle: N/A

Inventory: **Inclusion Rule 1**

Title: Big Sale

Duration: 12/15/2013 @ 19:53 PST to 12/25/2013 @ 01:00 PST

Offer link: http://www.ebay.com/sme/master.mart/Save-1-when-you-spend-5/so.html?_soffid=5001003009

Short URL: <http://ebay.us/XrQrUR>

Note: Share any of these links to promote your offer. ?

[Edit](#) [More](#)

Save 25-60% on Household Supplies & Cleaning [See all eligible items](#)

Marked down item price reflects all savings. Items provided by [building](#)

[See all offers from building](#)



Cross - Sell Related Items

Current item

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trademark 75-5186 15 Bin Bench Top Parts Rack - Plastic Bins - Metal Frame - Red	Milwaukee 0880-20 18 Volt Cordless Wet/Dry Vacuum, NA	Rev-A-Shelf 563-32 CR 563 Series 3 Rack Dish Towel Holder, Chrome	Rev-A-Shelf 6552-ETH-10 ETH Series 1 Pair of Euro Hinges for Tip-Out Trays CRM
List price: \$99.99 Now: \$32.95	List price: \$162.00 Now: \$99.00	List price: \$4.88 Now: \$3.56	List price: \$8.13 Now: \$5.16

* Savings are reflected in item price. Prices are subject to change without notice, while supplies last. [Offer conditions](#) | [Learn about pricing](#)

Add to cart and save!

Trademark 75-5186 15 Bin Bench... \$32.95

Subtotal: US \$32.95

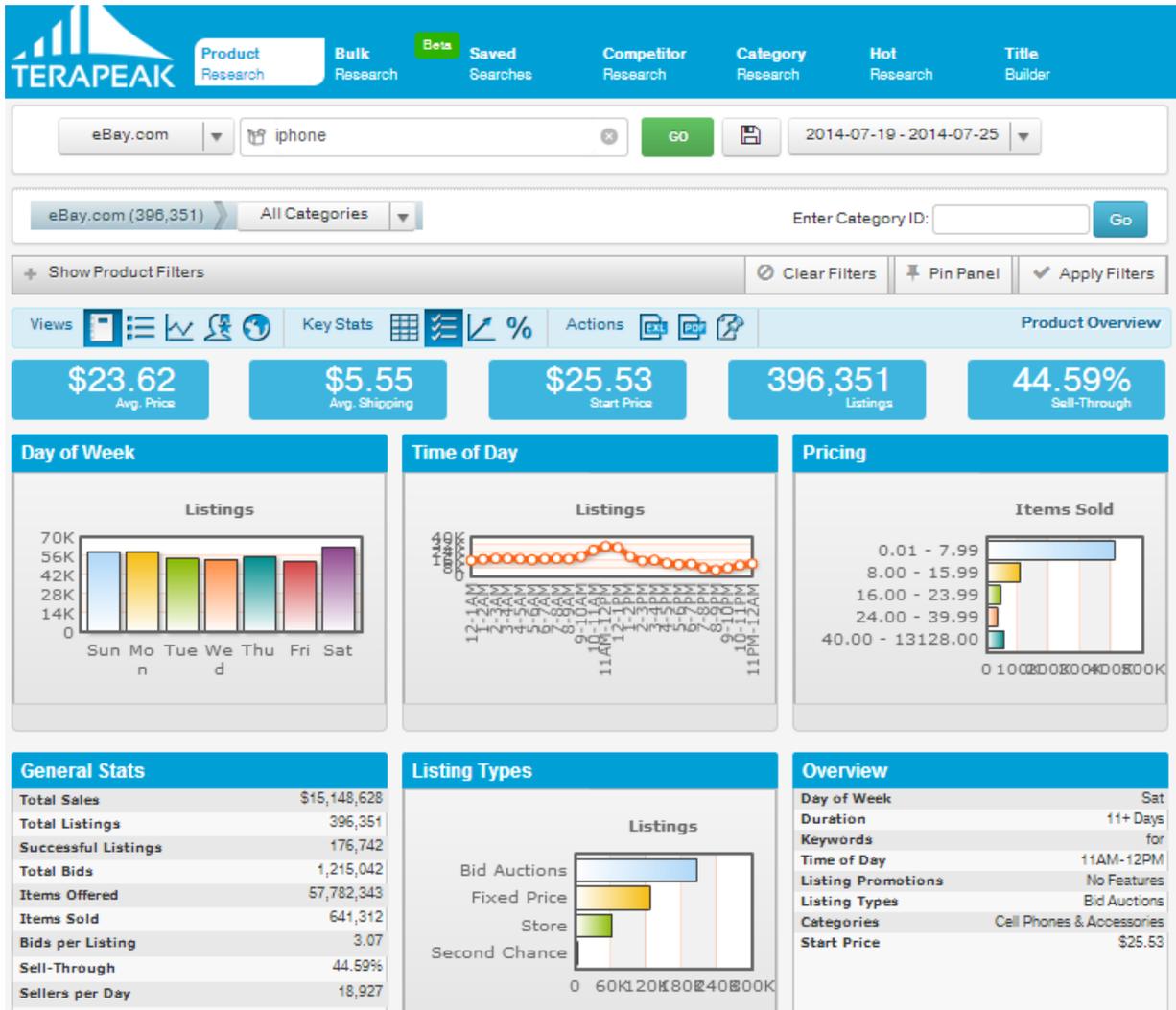
[Add to cart](#)

[See all](#)

Tell us what you think
You can change quantities in your cart.

TERAPEAK – MARKETING RESEARCH TOOL

https://www.terapeak.com



VIDEO VERIFICATION – FOR MORE LISTING ALLOWANCE

<http://cbt1.ebay.com.hk/ws/eBayISAPI.dll?VideoVerification>



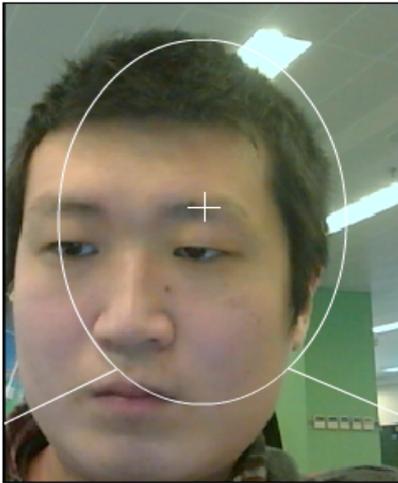
申請提高銷售額度

為維持 eBay 安全的買賣環境，請提供你的聯絡資料，連同一段關於你的短片供我們審查。我們會在 3-4 日內以電郵回覆。

錄製並送出短片

輸入資料 電話驗證 錄製短片 檢視並送出

錄製你的短片



錄影指示

▶ 繼續面向網絡鏡頭。

錄影將於 58 秒內完成。



繼續 取消

如果你因為沒有網絡鏡頭或網絡鏡頭不能運作，目前無法錄影。
聯絡客戶支援

EBAY CUSTOMER SUPPORT

General Hotline: 3550 8641 (account issues)

你好! 登入或註冊

ebay.cn

服務跨國賣家
一站式資訊平台

我的 eBay

我要賣

社群

客戶支援

ebay 客戶支援

首頁 客戶支援 聯絡 eBay

尋找答案

聯絡 eBay

購買

出售

帳戶

新手入門

刊登物品

出售工具

賣出物品後

購買

出售

帳戶

eBay 買家保障方案

一般 eBay 買家保障方案問題

賣家帳戶

費用、付款和帳單

新手入門

註冊

忘記會員帳號或密碼

解決帳戶問題

帳戶受限和被凍結

帳戶安全

帳戶被未經授權使用

跨國賣家手工認證申請

解決出售問題

搜尋我的物品

買家沒有付款 (棄標物品)

檢舉違規物品或刊登

檢舉會員

一般問題

更新帳戶資料

檢舉違規物品或刊登

檢舉會員

技術或網站問題

我的eBay

貨款狀態

EBAY CUSTOMER SUPPORT

Hotline for New Seller: 3550 8530 (selling tips & policy updates)

你好! 登入或註冊 **ebay.cn** 服務跨國賣家 一站式資訊平台

我的 eBay 我要賣 社群 客戶支援

按類別選購

搜尋... 所有類別 搜尋 進階搜尋

- 服裝、鞋及配件 >
- 書籍 >
- 收藏品 >
- 電子產品及電器 >
- 珠寶首飾及鐘錶 >
- 數碼相機、攝影器材 >
- 玩具及個人愛好 >
- 電腦及網絡 >
- 家居生活 >
- 健康及美容 >

新手賣家熱線

3550 8530

- 開啟帳戶及認證
- 基本銷售運作
- 寄貨資料
- eBay政策

賣家公告欄

ANNOUNCEMENT BOARD FOR SELLER

- [2014-01-23] 賣家新機遇着眼開拓巴西俄羅斯市場
- [2013-12-31] 德語退貨條款
- [2014-01-16] 2014 年春節長假銷售提醒: 留意庫存、
- [2013-12-16] [澳洲站]物品刊登政策更新 - 連結政策

[查看更多](#)

1 2 3 4 5

我的動態消息 | 精選物品 | 最近瀏覽的物品 | 正在追蹤的物品

排序方式: 最新加入優先

EBAY UNIVERSITY (外貿大學)

<http://university.ebay.cn/>

概览

新手注册

销售指南

收付款攻略

政策规则

卖家保护中心

网络培训会



eBay 外贸大学

• 学习新手注册 • 掌握销售技巧 • 了解政策规则 • 参加在线培训

新手快速入门

eBay 是全球最大的电子商务平台，花 2-3 分钟创建一个交易帐户，即可轻松开拓您的海外直销渠道。

[立即注册](#)



售前准备 Get ready to sell

请先创建您的卖家帐号，做好市场调研并确定您要销售的商品...

[查看详情>>](#)



刊登物品 List your item

成功刊登一件物品，需要撰写物品标题，完善物品描述并添加清晰...

[查看详情>>](#)



售出并发货 Sell and ship

收到买家付款之后，就可安排发货了，选择提供物流追踪的运输方式.....

[查看详情>>](#)

分类专栏



时尚专栏

最新的流行趋势，最热卖的时尚商品，最详细的销售指南，尽在时尚专栏。



数码专栏

数码专栏为您提供数码商品的新鲜快报，热卖资讯，销售秘籍。



汽配专栏

汽配专栏致力打造汽配卖家大本营，汽车配件，摩托车配件相关资讯应有尽有...

网络培训课程

课程回顾:

- ▶ [如何提高工作效率](#)
- ▶ [新卖家入门概览](#)
- ▶ [eBay政策及规则解读](#)
- ▶ [如何提高商品曝光率](#)

[查看更多课程](#)

实用模板

[进入实用模板专区>>](#)

[描述] 电脑产品常用物品描述

[描述] 古董类物品常用描述

[描述] 首饰类物品描述模板

[描述] 服装类物品刊登模板

[沟通] 提醒买家尽快付款

[沟通] 提供物流跟踪号

[沟通] 买家询问物品具体细节

[描述] 退换货及退款政策声明

[描述] 物流方式与运输时间

Thank you