

EBay - the costs associated with opening and operating a store

One of the best growth strategies to make money on eBay is to open an eBay Store. Yet it is not without some frustrations. Many sellers don't realize the costs associated with opening and operating an eBay Store. They make the move and then find that it takes time and money to be successful.

It is possible to make money on eBay without an eBay Store. In fact many successful sellers have never operated an eBay Store. Many others have no plans to ever open one. However, the majority of sellers who have opened an eBay Store report that sales increased when the store was opened.

Increased sales aside, plan before you open your own eBay Store. Plan for the costs in terms of both time and money to open an eBay Store that will be successful takes plenty of both. However, don't lose sight of the fact that this is one more step towards success and to make money on eBay.

Opening and maintain a store that has the right appearance will take commitment and an investment. Fortunately eBay does offer a template that the beginner can use. However you sacrifice some of your own uniqueness in appearance and identity as many others have used the same template before you. As your eBay Store grows and you begin to make money on eBay plan to invest in a more professional look.

The other part of the equation is merchandise. It is important that you have a consistent inventory and dependable suppliers of merchandise. There are wholesale suppliers, distributors and niche drop shippers that will be able to address this need for you. Invest the time to find the right one for you before you open your store and start to make money on eBay. To make money on eBay requires that sellers learn to accept their mistakes and then move forward to make other sales. There will be times when almost any seller can truthfully say that a mistake was made and if there is blame it belongs to them. There are steps to follow to minimize the damage.

Sellers who make mistakes need to analyze the mistake. What caused the mistake and what were the costs. If there are ways to minimize the costs in terms of money or impact to buyers, those steps should be taken. The goal is to learn from the mistake and then to make money on eBay in the future.

Know the rules and make sure that if a rule was violated everything possible is done to remedy the situation. For example if a seller placed an expensive item at auction and failed to place a reserve and then sells for far below the price paid, don't jeopardize your eBay future due to non-performance. Remember that the buyer in this example bought in good faith and followed eBay rules in the purchase. Sellers in extreme cases like this should ask themselves if the ability to make money on eBay in the future is worth being found to have broken the rules for non-performance.

While this example is an extreme there can be many others where the mistake was not as big. Yet each of the mistakes needs to be a learning experience. In all cases where a mistake does occur the seller should take steps to eliminate the likelihood that the mistake will be repeated in the future. Repeating mistakes will eliminate or at least reduce the ability of a seller to make money on eBay.

Opening an eBay Store is a good move for those sellers wishing to continue their eBay business growth. It does involve hard work, dedication and money. Just remember that your investment can come back after your store opens and you begin to make money on eBay.

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