

Flea Market (Module description)



Flea Market is a module that allows customers to sell goods bought from your e-store. The combination of two facts: a customer made purchase in your e-store and now wishes to sell the item which doesn't fit him/her properly is a necessary prerequisite for using this module.

Selling items which do not fit by any characteristics (referred to as Flea Market) is a phenomenon that appeared among buyers who shopped on Taobao and other online marketplaces in order to ensure that desire for further purchases is not lost.

Besides, "Flea Market" module is also suited for small wholesalers who first purchase goods from your e-store and then, once these goods have been received, put them up for sale as approved ones (providing precise dimensions, description and even feelings such as "smooth-to-the touch product").

The chief benefit of "Flea Market" module for a website owner is that it makes risk in purchasing low for buyers. Customers are more likely to buy on your website if they know they can resell the item that doesn't fit and get all spent money back.

In addition, "Flea Market" module will help to create a community of your website's buyers thus retaining them on your marketplace and attracting new customers as well.

Information

"Flea Market" module is sold separately and is not included in any version of the OT Box. It is an add-on for your business promotion and customers' loyalty increase.

Contact OT manager in your Skype chat to purchase this module and follow further instructions given.

Besides, manager will answer your questions on module and methods of payment.

Here's how it works

Customer received a long-awaited purchase made in your e-store but it didn't fit him/her. The reason was, for example, wrong size. So customer made a decision to sell it.

So, he/she should:

1. Go to his/her Personal account.
2. Select the item he/she wants to sell.
3. Click "Sell" button and fill in a simple form (name, description, photo, and contact information).
4. The item offered for sale will get to you for moderation. You can edit information about the item, approve and decline or cancel.
5. Customer shall ensure item sale and shipping once the item has been added to the appropriate collection.
6. A potential buyer can leave a comment, ask questions or get more detailed information about the item on the item page accessible for registered users. Item's owner can also make a comment about the item and answer customer's questions.
7. Buyer should click "Sold" button to complete transaction after the item was sold.

Item will be removed from your website (from the special item collection "Flea Market") while the buyer will lose opportunity to resell the item.

Technical documentation

Read detailed instruction how to set and work with this module: <https://docs-en.otcommerce.com/pages/viewpage.action?pageId=16909679>