

# Appendix H – The Yahoo!Auction Hong Kong home page

Figure H.1 The Yahoo!Auction Hong Kong home page

It shows that the did not have the “Wanted” category, and it did not show the value proposition of finding buyers quickly.



Figure H.2 Price Schedule of Yahoo! Auction Hong Kong

It shows that Yahoo only has a simple fee schedule, which may not be attractive to heavy users. (Captured on 8<sup>th</sup> Feb. 2013)

**拍賣品分層收費**  
 一般拍賣品類別刊登費採取分層收費的計算方法，大致上是基於賣家刊登的拍賣品，設定的開售價或拍賣底價作計算，以較高者為計算基礎。換言之開售價或拍賣底價越高，所須繳付的刊登費用亦隨之越高。

拍賣品	一般拍賣品類別
刊登費 (以每件拍賣品計算)	分層收費 開售價或拍賣底價(以較高金額計算)刊登費 HK\$0.01-99                      HK\$1 HK\$100-199                      HK\$2 HK\$200-399                      HK\$3 HK\$400-499                      HK\$4 HK\$500-699                      HK\$5 HK\$700或以上                    HK\$6
每次刊登時間	10日
免費自動重新提交	2次(當拍賣品沒有售出買家,可獲免費自動重新提交兩次。)
立即購買	有
改動分類	不可以
留下賣家聯絡資料	不可以

Figure H.3 Price Schedule of eBay

It shows that eBay has a sophisticated fee schedule, which caters for the needs of different types of users. (Captured on 28<sup>th</sup> Jan. 2013)

**Compare eBay Stores subscriptions**

Store levels have different subscription and fixed price insertion fees, and the higher store levels offer lower insertion fees.

	No store	Basic	Premium	Anchor
Subscription fee	\$0	\$15.95	\$49.95	\$299.95
Auction insertion fees	\$0	\$1	\$1	\$1
Fixed price insertion fees	\$3	\$1	\$0	\$0
Auction final value fees	\$10	\$6	\$6	\$6
Fixed price final value fees	\$7	\$7	\$7	\$7
eBay-hosted pictures	Free	Free	Free	Free
<b>Total estimated fees</b>	<b>\$20</b>	<b>\$31</b>	<b>\$64</b>	<b>\$314</b>

Total estimated sales (based on the numbers you entered): \$200