

Staying Ahead in a Changing Market

Using Research to Better Understand Market Dynamics



Why Should I Worry?

“It is not the strongest species that survive, nor the most intelligent, but the ones who are most responsive to change”

Charles Darwin



Looking Back and Thinking Ahead

- Every successful business must have access to information that will allow them to make effective business decisions that account for fluctuations, uncertainty and risk.
- Understanding the successes and failures of the past is a cornerstone of planning an effective business strategy for the future.
- Businesses that know where they are going know where they have been!

Market Research is the fastest and most efficient way to accomplish these tasks!



Understanding Changing Market Dynamics

To create successful strategies that will help you stay ahead in a constantly changing market you must have a clear knowledge of:

- What are the influences shaping buyer behavior patterns?
- What trends and forces may be shaping my market?
- Who are my primary competitors?
- Is my product at the end of its life-cycle...the beginning...somewhere in between?
- What size is my market?

Accurate research is the best way to uncover insights and understand the dynamics that are at play in any given market.



Buyer Behavior

Which Listing Features Really Influence Buyer Behavior Today? Tomorrow?

- *Home Page Featured*
- *Featured Plus*
- *10-day Auction Fee*
- *Bold*
- *Highlight*
- *Gift Services*
- *Item Subtitle*
- *Listing Designer*
- *Gallery*
- *Gallery Featured*
- *Listing in Two Categories*
- *Scheduled Listings*
- *Buy It Now*

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Changing Trends

Some of the market trends that can significantly influence business strategies are:

- Time of year (seasonal trends)
- Upcoming holidays
- New market entrants
- Economic trends
- Regional or cultural trends



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Competitive Analysis

A thorough competitive analysis helps an eBay seller answer these key questions:

- Am I running fewer listings than the competition?
 - Should I boost my listing volume?
- Is my competition making more money per auction?
 - Should I re-evaluate my format, duration, close day... ?
- Do I have a lower auction success rate than my competition?
 - Again, should I re-evaluate my format, duration, close day... ?

[Click here to see full report on competitive analysis](#)



Product Life-Cycle Changes

	Demand	Supply	Business Implications
Early Life-Cycle	<i>High</i>	<i>Low</i>	Product is very expensive early on in the product cycle, but if your sources can get you sellable product with a window of opportunity before it is available to the general marketplace, some of the highest margins to be made on eBay are to be made here.
Middle Life-Cycle	<i>Decreasing</i>	<i>Increasing</i>	Selling here is where most traditional businesses compete. Higher margins come from efficiency, good supply relationships, and volume discounts. Sellers must constantly be aware of the upcoming shift to the end of the product life-cycle
Late Life-Cycle	<i>Low</i>	<i>High</i>	Selling here is tricky, risky, and timing-intensive. The goal is to buy product in volume just as it hits liquidation channels but before demand has dried up as the result of market saturation or the public's anticipation of the replacement product.



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Market Sizing for Success

- Knowing the size of the market is imperative to both:
 - Evaluate current selling success
 - Evaluate new markets and expansion opportunities
- With market size you can more clearly
 - Gauge your current market position and create efficient strategies to grow your business by improving your current selling strategies
 - Impartially evaluate new product lines or market expansion opportunities that arise, essentially risk-free



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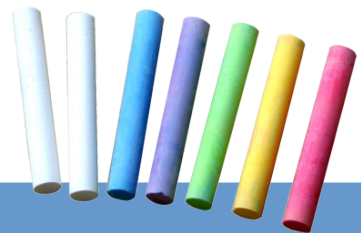
Staying Ahead Requires Planning and Strategy

Success in today's dynamic markets demands rigorous, systematic approaches to strategy & planning.

Sellers need to define the key strategic facets of their business.

Research will both expedite and streamline this process by:

- Helping any seller assess the sensitivity of their market to price
- Showing sellers the most profitable listing practices that yield optimal returns
- Helping sellers better predict and forecast future market trends
- Revealing the most profitable pricing start and reserve points



Takeaways

Detailed research on specific products and categories is the most efficient way to manage change dynamics



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