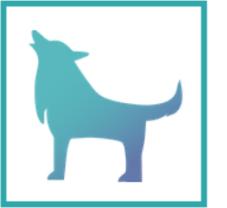
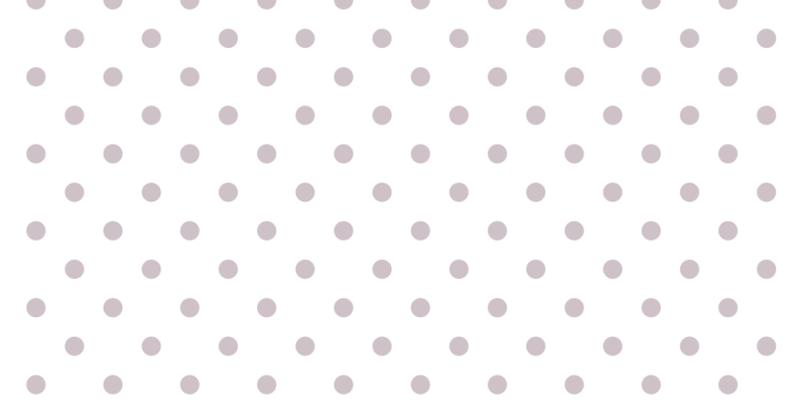


01.

A COMPLETE GUIDE TO BUILD YOUR LIQUIDATION AUCTION MARKETPLACE



02.

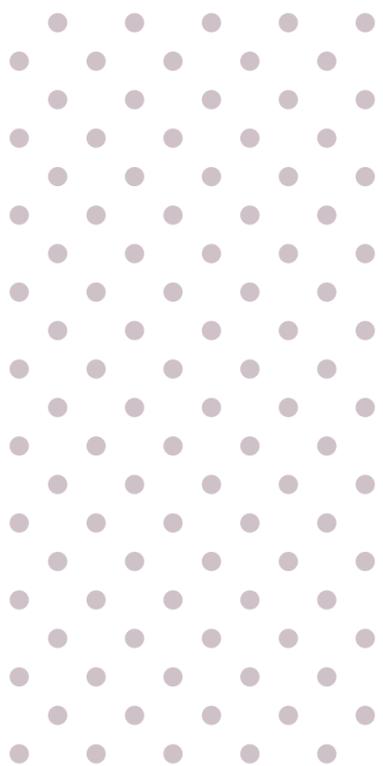


Wondering
how to **start**
Liquidation Auction
Marketplace for you
brand?

Don't worry. We've got you covered with the **essential** info.

03.

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✓ Businesses That Need a Liquidation Marketplace?

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✓ Husky - Your Online Auction Marketplace Partner

✓ Why Husky is the Best Platform For Your Online Auction Marketplace

04.



An Introduction to Liquidation Auction Marketplaces

To start off, defining ‘Liquidation Auction’ is imperative. A liquidation auction is, in simple terms, the transaction of winding up your business by selling or disposing of your business assets. Business assets include, but are not limited to, proprietary goods and company products. When a business goes through liquidation, it is an act of finality or concluding of business. Liquidation attracts various buyers who bid for company goods in a pre-arranged setup or in a liquidation auction.

WHY ARE LIQUIDATION AUCTIONS POPULAR?

At a liquidation auction, selling is a quick process and company assets can be sold within a month of the company deciding to liquidate. Typically, the larger the audience for the auction, the higher the price that can be achieved, because many buyers compete against each other for the goods that go on sale via auction. In general, an auction is the best way to get the best possible price in real quick time. Also, the liquidator is free from the liability of selling his assets cheaply. Furthermore, auctions are highly transparent and it is open to all, therefore it is free from preferential treatment or seller bias. All in all, a liquidation auction is an easy and profitable way of buying goods at a bargain.

The global online auction market can be distinguished into B2B, B2C and C2C segments. The B2C segment accounts for the highest share and holds about 42% of the global market share. A B2C auction platform enables organizations to enjoy better and higher profit margins on their products while eliminating other expenses associated with distribution, visibility and catalogue printing. This enables businesses to sell their products directly to customers by setting a minimum price and selling the same to the highest bidder of said product. For instance, a brand such as Husky offers platforms for both B2B and B2C business models and enables enterprises to sell their products with optimized profit margins by facilitating a reduction in the overall operational and administrative expenses. This can influence the growth of the global online auction market.





E-COMMERCE **VS.** ONLINE LIQUIDATION



More than a decade ago, online shopping came as a novel idea that took the world by storm. The possibilities of the Internet are boundless and both buyers and sellers started to reap the rewards of that. E-commerce has, since then, become a mainstay for most businesses. Running a business without an online presence is virtually impossible today.

However, there are other unseen challenges that crop up in the world of online businesses. In most cases, up to 30% of products that are sold get returned by the buyer, either due to a lack of satisfaction or quality issues. Most online shoppers demand free return shipping but only 50% of all e-commerce sites offer return shipping for free. Based on a liquidation survey, it was revealed that almost 62% consumers require that the online business have a no-questions-asked return policy in place.

Online liquidation, on the other hand, is fully free from these issues. What you need to be careful about is the stock itself. Between 45% and 70% of all liquidation auction stock is usually refurbished, Refurbished products are nothing but customer-returned items which go through a round of quality check and land back on the shelf with a good discount on the selling price. Liquidators sometimes try to sell damaged stock via online liquidation auctions and 20% of the time, people have received damaged goods. Auctions are irreversible, so it makes sense to do your due diligence before engaging in the online liquidation auction arena.



Businesses That Need a Liquidation Marketplace?

eBay is an online auction company founded by Pierre Omidyar in California on 3rd September, 1995. What began as just a hobby for Omidyar turned out to be a major source of income for him, simply through auctions. Soon, eBay became a popular website to sell and buy things online.



07.



It is often overlooked when it comes to marketing. Amazon and social media have masked their importance. Currently, about 171 million people are actively using eBay. Statistics show a significant 100 million user increase over a span of 8 years. Coming to some fun figures, eBay's gross merchandise volume (GMV) was around \$17.9 billion dollars in 2017 and through advertisements, eBay additionally made around \$3 billion dollars. eBay is also used as a platform for marketing purposes. For example, Smudgy Monkey - gifts and accessories, has used eBay to advertise its products. Turns out that it was a great deal and their revenue increase was about 96.44%. As you can see, eBay is popular, easy to use, simple to set up, and has a huge market. Do you want to know how to make a website like eBay? If your answer is yes, continue reading carefully. Typically, businesses that are at the end of their rope, take the auction route. But with changing times, online liquidation auctions have become a trendy method of selling in bulk. Let us look at the best use-case scenarios for online liquidation marketplaces.

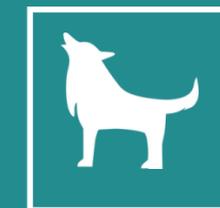


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09.



Businesses on the Verge of Winding Up



For companies that are bearing the brunt of the economy and are unable to break even, liquidation and winding up are the only options left. This is to salvage something from a failed business and at least get pennies on the dollar for the existing stock.

Brands With Poor Reputations

There are brands in the market that have suffered losses to their reputation and goodwill for unfair trade practices or generally being profit oriented without providing the best service. Consumers usually alienate such companies and as a result, such businesses suffer. An online liquidation marketplace is ideal for such a brand because the prices are based on bids from customers and they cannot be held liable for questionable trading. This is one of the most popular use cases for brands who want to liquidate before any formal hearings take place on business matters.

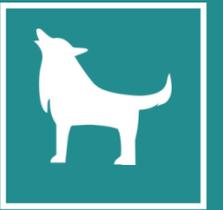
Businesses That Declare Bankruptcy

To avoid the hassles that the government might put them through for unpaid loans, many businesses declare bankruptcy. Since such businesses can no longer engage in trade, their products and goods go to the auction marketplace.



Businesses That Set Up Online Liquidation Marketplaces

With businesses in need of diversifying their sales models, entrepreneurs are open to experimenting newer methods of selling. In the online space, any kind of approach that rakes in buyers in great numbers is a win. Which is why an online liquidation marketplace is slowly becoming a norm for big players such as Walmart and Best Buy. Amazon and eBay are still bossing the auction marketplace currently. Today, you can set up an online auction for all of your products and make that your primary mode of business. All the products listed on your site carry the option to receive a bid and an expiry time for the last bid. The product is then sold to the highest bidder at the end of the timed auction. Not only does this drive sales up, the competitive nature of auctions almost always gets the seller a good markup selling price than he would have originally imagined. The scope for an online liquidation market is looking bigger and brighter today.

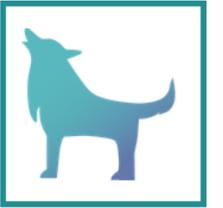


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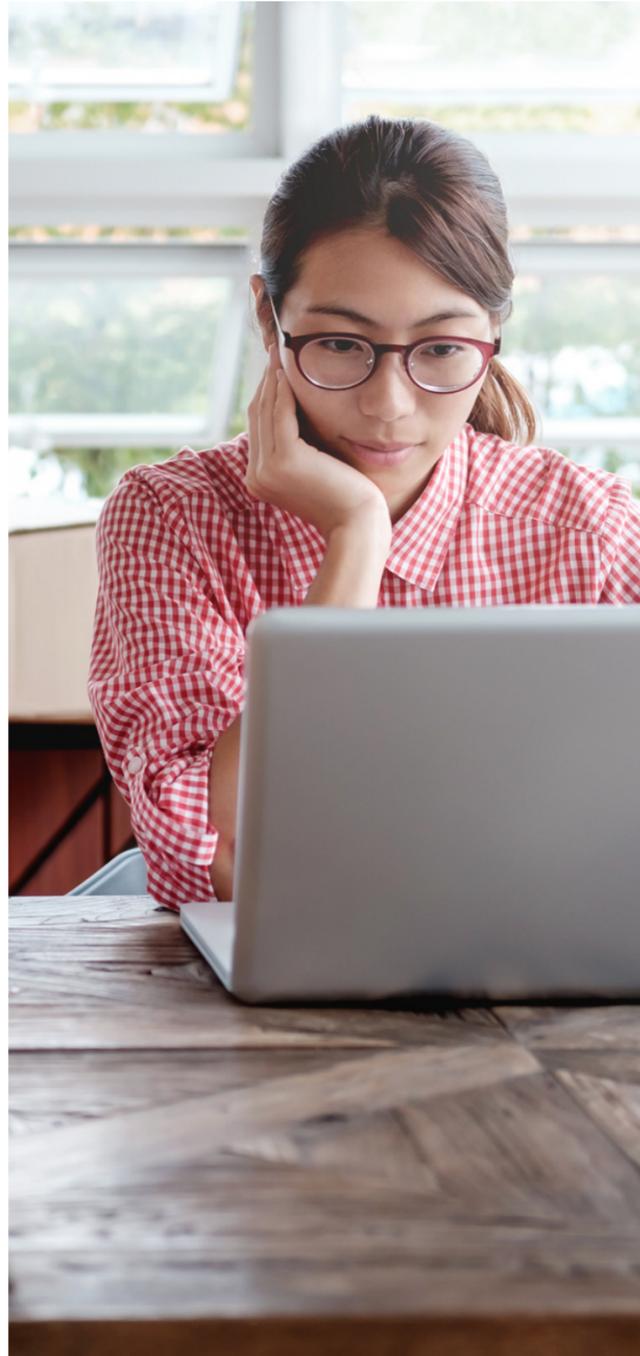


The Benefits of an Online Liquidation Marketplace



As we have already established, the growing trend of online liquidation marketplaces has caused a ripple effect for businesses and e-commerce. The benefits of online auctions as a default for selling your wares is catching on and can soon take centre stage. Not only can small businesses take advantage of this but an online auction market is a fair and transparent method of selling products and goods.

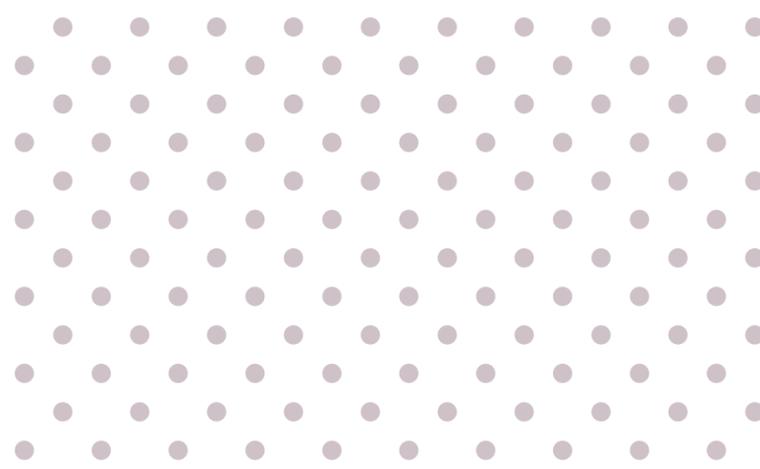
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2.



THE SELLER



For the seller, liquidation auctions are an easy way of getting much needed cash inflow. Since the products on offer are timed, the ticking clock does the trick of driving sales 10x faster. By playing the mind of the buyer, a timed offer almost always has many takers. Sellers can benefit from quoting a really low price on products worth a lot more. The result of this is a bidding war that makes the seller some really good profits. It is definitely a model of business that suits the seller.



THE BUYER

The buyer, on the other hand, needs to be more vigilant about online auction marketplaces. There are plenty of sites and a whole host of products, but to buy the products, you need to get your best bid in. Inexperienced buyers may end up paying more than they had budgeted for, so this market requires some experience in trading. Moreover, the buyer needs to beware of fake sellers who provide poor quality goods or sellers who have a bad reputation. Proper market knowledge and adequate research is a must for the buyer to take advantage of the best deals in an online liquidation marketplace.

The global online auction market, based on platforms, can be bifurcated into web-based and app-based platforms. The web-based segment accounts for a major share by contributing more than 60% in the online auction market. The flexibility offered by web-based platforms to clients and participants divides the growth of this segment. The web-based platforms allow more participants to join the process easily through various browsers, and thereby influencing the growth of web-based online auction solutions. For instance, Husky offers a web-based auction platform for selling products ranging from art pieces, tech products and jewellery, to rare items, home decor and electronics. amongst other things. The platforms offer auctions through various types such as forward auction, reverse auction and Dutch auction. However, app-based online auction platforms are expected to register the highest turnout.

Building Your Own Online Liquidation Auction Marketplace

Creating your own online liquidation marketplace is a challenging but profitable operation. To amplify sales and take advantage of market trends, it is essential that you diversify and learn about newer avenues. An auction marketplace is a great sales portal that can help you sell in bulk and move larger volumes with ease. Acquiring an online liquidation marketplace is an expensive option, however, if you do decide to build one for yourself, then things can turn out to be much more profitable. Building your own online auction marketplace to sell unclaimed, rejected goods or attract buyers of bulk is easy when you find the right platform. Before that happens, you need to have many things in place.



14.



A. Viable Sales Plan

A proper sales projection based on recent usage statistics in your region or country is the first step in this operation. Bulk sales are not something common, so finding the right market and filling that demand is what will get the ball rolling. You need a viable business plan that can ensure that sales will boom with an online auction in place.

B. Finding Client Requests

Capturing a market includes finding clients that are always on the lookout for large quantities of goods periodically. The other side of this is finding sellers who can meet such demands on short notice. Essentially, you become a network for various buyers and sellers who want to auction their wares or buy in bulk.

C. Setting Up Your Online Auction Marketplace

Onboarding a marketplace with product listings and options for bids is the next stage of this operation. As an administrator, the onus is on you to provide a hub for both buyers and sellers. So, make sure that your marketplace is appealing to both parties. An unbiased approach without playing favourites is a must in such a scenario.



D. Meeting Expectations

For the seller, liquidation auctions are an easy way of getting much needed cash inflow. Since the products on offer are timed, the ticking clock does the trick of driving sales 10x faster. By playing the mind of the buyer, a timed offer almost always has many takers. Sellers can benefit from quoting a really low price on products worth a lot more. The result of this is a bidding war that makes the seller some really good profits. It is definitely a model of business that suits the seller.





Behind the Scenes Action

17.

To create an impressive online auction marketplace such as eBay, it is crucially important to find and choose a really good service provider. When looking for an outsourcing partner, look for such significant details such as:

- experience and expertise
- references
- business goals
- communicability

These aspects will help you understand whether a company can fulfill your tasks. Moreover, to create the best web solution, you need to partner up with someone that can handle all your demands. Before getting involved in such a cooperation, evaluate the management and development specialists' competence.





The outsourcing company should be able to offer you a service in the following aspects:

- development
- project management
- quality assurance

Service-side development includes both front-end and back-end for all of the processes that remain invisible to the user. The whole website functionality needs to be built by back-end developers. A neat interface, buttons, scroll buttons, etc. are to be created by the front-end team. Front-end means every single element on the web page that a user can see. The user-server interaction is virtually impossible without it.

From development to management to assurance of quality, Husky can handle your asks at every stage. Check out why Husky is what you need for your auction marketplace.



18.





Husky - Your Online Auction Marketplace Partner

To engage in the online auction market space, you require an end-to-end sophisticated system. Setting up an online auction system is just one of the domains, managing it yet another. To ensure a smooth process right from engaging with customers to enabling smooth transactions for buyers and marketing your site across various channels, you need a full scale operation in place. This is where Husky comes into your rescue.

Husky is an intelligent and powerful platform that offers you the ideal solution to establish an online auction marketplace based on your needs and requirements. The salient features of Husky are as follows:



19.



DYNAMIC WEBSITES AND APPS

To get started, you will require your website to be far more functional than you rely on. A dynamic system that can adapt to newer features and implement innovations is the way to go forward.

20.



CUSTOM SEARCH

The Custom Search feature helps you furnish the perfect matches that merchants look for, to facilitate better and faster searches every time.



EASY PAYMENTS

Make transactions easy for all merchants by enabling the Easy Payments option. Faster checkout times is something that every merchant loves with Husky, you can rest assured that you have hassle-free online payment gateways.



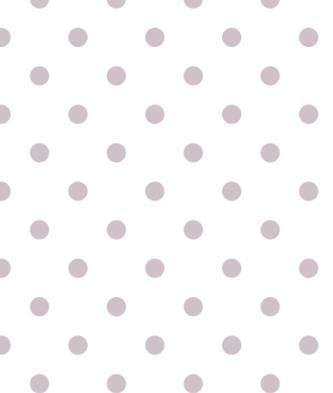
AUCTION PLATFORM

For receiving seamless inflows of bids and other queries, the Auction Platform is the tool that will make your clients happy.



REAL TIME CHAT

Enable Real-Time Chat support for all your merchants so resolutions can be offered right away. Raising tickets and closing queries is now a click away with Husky.



POWERFUL ADMIN DASHBOARD

Your dashboard is your virtual workstation and to increase productivity you need a dashboard that can do more for you. A customised and powerful admin dashboard is the need of the hour. With Husky, you get a fully customisable and thematic experience every step of the way, starting with your admin dashboard.



21.



DYNAMIC THEMES

Making your dashboard can be both beautiful and feature-rich that you can design based on your preferences using all the Dynamic Themes.



SELLER MANAGEMENT

Get your entire sales flow and follow the sales funnel with accuracy and ease with the Seller Management feature on your Husky dashboard.



FOR COMMISSIONS. ENSURE SETTLEMENTS

Set up predefined Commissions and Settlements based on agreed upon merchant percentages for commissions. Ensure settlements and payouts for all transactions right from your dashboard.



PROJECT CATEGORIZATION

The Project Categorization feature lets you intelligently filter and view projects based on requirements. Also, sort and find projects that are pending, unassigned, completed, etc.



INTEGRATED CHAT SUPPORT

Chat support is essential to all service-based websites and applications. With Husky, you get an intuitive AI-based chat support tool that can make service highly efficient and faster. Improve communication with your customers and offer resolutions instantly with the integrated chat support.

22.



DISPUTE MANAGEMENT

Settle disagreements with a focus on Dispute Management and resolve all buyer-seller conflicts like a pro using chat.



NEGOTIATE A BID PRICE

The chat feature is highly useful to Negotiate a Bid Price on every product that is lined up. Feature through every accepted or rejected bid and negotiate a common price seamlessly. Receive notifications for all bids directly in your chat box.



PROJECT DISCUSSIONS

Project Discussions are now simpler than ever because integrated chat makes life easier for all instant communication across parties.





Why Husky is the Best 23. Platform For Your Online Auction Marketplace

Husky by Jungleworks is a snappy and dependable website platform that is ideal for any online auction marketplace. The core design of Husky is built to make auction marketplaces a reality with ease. In fact, Husky is so user-friendly and accomplished that your entire marketplace can be set up in a day. The most powerful features that Husky offers makes it one of the best platforms for you to consider. Here is what you get when you choose Husky:



- **Ultimate Customization**

Husky is one of the best website platforms in the world simply because of its capability to bring next level customization to your applications. A customer-centric approach brings you the best in terms of customization and personalization. Right from your dashboards to your sales flows and your whole operation, your app and website can be designed exactly the way you desire. Choose what goes where and how you want every layout to look like. Pick themes and colors of your choosing or something that represents your brand best.

- **Catalogue Management**

Content management is essential for every business. In the case of online auction marketplaces, catalogues play a huge role. Setting up a central repository to effectively manage your catalogues is something that you can do easily with Husky. Finding product listings, looking up prices, checking out buyer or seller information, you name it and Husky makes it possible. Husky sets up a data centre that helps you manage all forms of content by giving you the right to share every piece of data with whomsoever you desire.

- **Social Media login**

As a given, your online liquidation auction marketplace will require constant collaboration with social media platforms to better market your services. Therefore, Husky provides you the necessary plug-ins required to connect with all kinds of social media sites. More importantly, Husky makes social media logins a default by enabling all users to login using their Facebook and Google accounts to make things easier.



- **Highly Responsive UI**

Husky builds the most beautiful and robust systems for all your marketplace actions. Enjoy a highly responsive user interface that is compatible with all format systems. Husky focuses on making the user experience doubly seamless and to make your application a delight to work with. Both mobile and web versions are made compatible and user-friendly. Appearance are important, that is why, with Husky you can be sure that utmost importance is placed on ensuring that all systems look and feel snappy.

- **Global Payments**

Making and receiving payments are as easy as a piece of cake with Husky! Integrate multiple payment gateways to facilitate faster and reliable transactions every time. Visa, PayPal, Mastercard, Amex, RuPay - any payment gateway that you require can be set up instantly without any hassles. Buyers and sellers require a dependable mode of sending and receiving money, so Husky has got your covered on both fronts.

- **Customer Feedback**

Set up a rating and review system to better understand the performance of your sellers and checking the pulse of your buyers. Customer feedback is highly significant in the bigger scheme of things, so having a rating system to collect invaluable feedback from users and customers can help you analyze what to plan next. With Husky, put a rating system in place and plan your future moves based on the results.

- **Real-Time Chat Integration**

AI Chat is essential to any online business. Husky's intuitive and super fast chat UI makes conversations easier than ever before. Enable users to reach out to sellers with just the click of a button. Not just this, you can also set up AI-enabled chat options to enable predictive input based on past information. This reliable and useful feature saves you a ton of time and leaves customers highly satisfied. Make communications instant and easy with Husky's real-time chat integration.

- **Multi-Language Compatibility**

Customization is central to all online business systems. Bringing you multi-language compatibility with special character support and RTL is just a drop in the bucket of possibilities that you can enjoy with Husky.

- **Private Marketplace Control**

Because your online marketplace is essentially an operation that is held by you, you can decide who you want to engage with. Make your marketplace a private place by accepting or rejecting buyers and sellers. Enjoy the powers of admin control by choosing whom you want to do business with. Approve requests, assign sellers, reject buyers - basically, play out any scenario while you enjoy complete control of all your activities in your marketplace.

- **Super-fast Implementation**

Husky provides customization, chat features, great UI, multiple language support and so much more. The best part of all this is that HUSky delivers all this in double quick time. Implementing your needs and requirements to deliver the most efficient online liquidation auction marketplace is something that Husky can do within a day. Choose Husky to get started right away.



27. Conclusion

Choosing a highly scalable and custom system to build your own online auction marketplace is possibly the best for your business. Husky has got you covered on all fronts. Getting into the online liquidation auction marketplace is a low risk and high reward scenario, especially because you are neither the buyer nor the seller. By simply providing the marketplace for both parties to come together and ply their trades, you automatically gain traction and become a go-between for most buyers and sellers. You stand a chance to become a crowd favorite by providing something the market badly needs and by doing so so effectively, your brand can stay on top. With Husky, you can make all of your ideas to life because of its intelligent design and dependable interface. Make a real difference in your online marketplace with Husky.
Book a Free Demo Today!



28.

Questions? Clarifications?

We'd love to help!
contact@huskyapp.co

