



US company Newegg Inc. owns and operates Newegg.com, an online B2C & B2B retail place for **electronic products** operating globally.

<p>Business Model</p> <ul style="list-style-type: none"> - Fulfillment by seller - Fulfillment by platform owner - B2C and B2B (Newegg business) 	<p>Market reach and product reach</p> <p>Market reach: Websites in different countries: Newegg.com (North America), Newegg.cn (China), Newegg.ca (Canada)</p> <p>Product reach: Computer systems, components, electronics, gaming, networking, office solutions, software & services, automotive & industrial, home & tools, health & sports, apparel & accessories, and hobbies & toys. Transaction volume: 41 million SKU (stock keeping unit)</p>
<p>Enrollment process, fees, and commission</p> <p>Enrolment process difficulty: 4/5 Some requirements have to be met to become a seller. Option to become elite seller if additional requirements are met.</p> <p>Commission: 8% to 15%</p> <p>Fees:</p> <ul style="list-style-type: none"> - Subscription fee: Standard (FREE), Professional (\$29.95/month), and Enterprise (\$99.95/month) - Registration fee: none - Listing fee: none (number of maximum listings depend on membership) - Buyer membership fees: none 	<p>Sellers</p> <p>Brand protection: 4/5</p> <p>Tools: Marketing tools (e.g., enhanced content service, campaigns), premium seller program, logistics services (product handling, returns), and feedback system</p> <p>Payment options: Wire transfer, Payoneer, World First, and PingPong</p>
<p>Tech integration</p> <p>Technical integration: 4/5 Open API available to enable sellers to manage items, orders, accounts, and reports. Languages: XML and JSON data transmission. Newegg provides code examples for the following programming languages (C#, Java, PHP, and Python)</p>	<p>Customer ownership</p> <p>Platform-centric: 3/5 Buyer-centric: 2/5 Seller centric: 4/5 Compliant centric: 4/5</p> <p>Return policy (days) Refund 30-45 days and replacement 30 days - 1 year (subject to restocking and shipping fees)</p>