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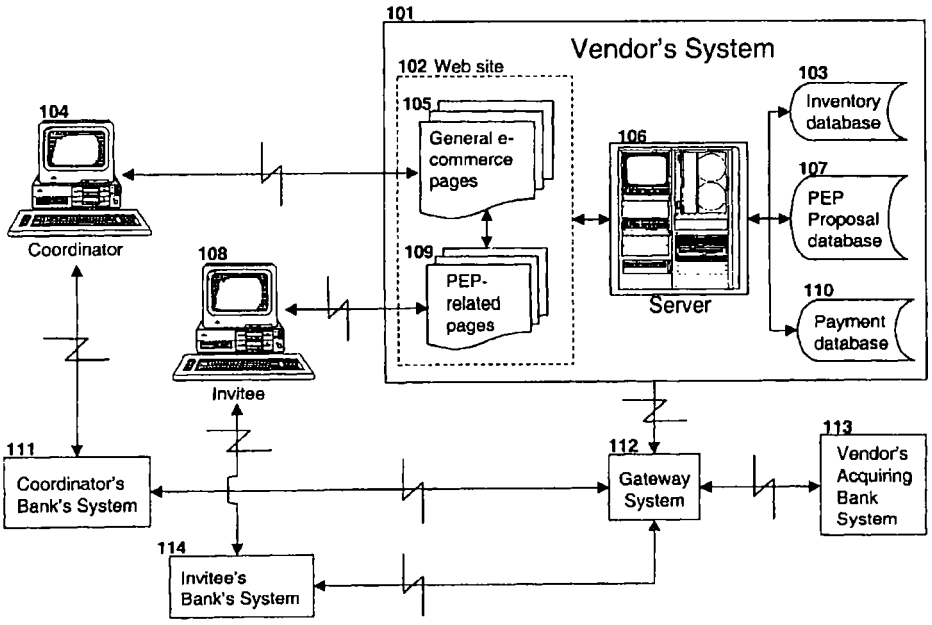
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(54) Title: SYSTEM AND METHOD FOR POOLED ELECTRONIC PURCHASING



(57) Abstract: A retailing method executable by a computer system, including the steps of: sending a page to a prospective purchaser in response to a request, the page being associated with a specific product; receiving a purchase proposal from the prospective purchaser for direct purchase of the product at a fixed price, the purchase proposal including identifier information of persons nominated by the prospective purchaser and purchase term information selected at least in part by the prospective purchaser, the nominated persons being nominated to contribute to purchase of the product at the fixed price.

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