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(54) **Title**: BULK PURCHASING BY AD HOC CONSUMER GROUPS

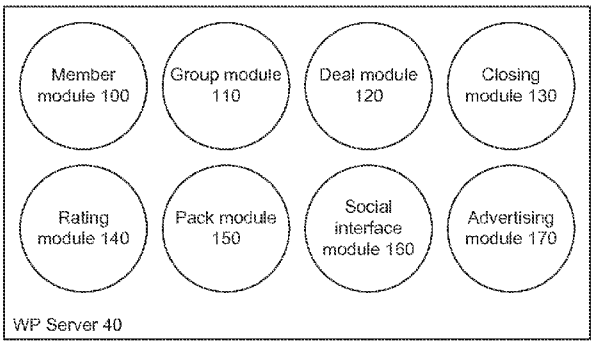


FIG. 2

(57) **Abstract**: A central server allows a leader member to create a desired purchasing deal for a desired product or service. The leader member uses social networking applications at the central server and other means to market the desired purchasing deal to like minded consumers who join a purchasing group at the central server that follows the desired purchasing deal. The leader member also uses the central server and other means to market the desired purchasing deal to potential retailers, who register interest in the desired purchasing deal at the central server. As the size of the purchasing group increases, the leader member negotiates deeper and deeper discounts with the interested retailers until the purchasing group and a selected retailer are both satisfied with the deal. The system then facilitates the closing of the deal, which results in the consumers receiving the product or service and the retailer getting paid.

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