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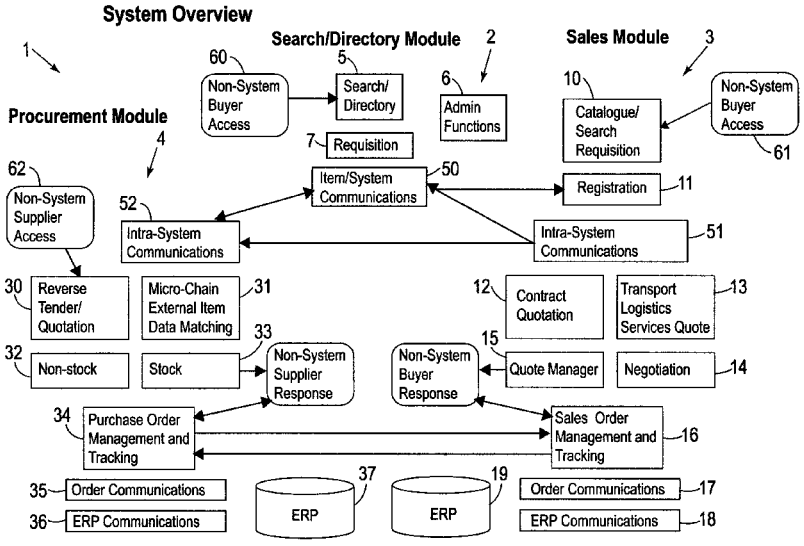
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(54) Title: E-COMMERCE TRANSACTION FACILITATION SYSTEM AND METHOD



(57) Abstract: A method of facilitating an e-commerce transaction, the method including: providing a set of trading parameters; accepting in respect of a first entity (3) a desired trading profile including desired values or ranges of multiple of said trading parameters; and accepting in respect of said first entity (3) one or more further trading profiles including values or ranges of multiple of said trading parameters; establishing one or more functional relationships between variations in a key trading parameter and one or more other of said trading parameters; wherein each of said further trading profiles are equivalent in desirability or expected value to said desired trading profile, and said functional relationship can be used to determine a set of equivalent trading profiles having substantially desirability equal expected values equivalent to said desired trading profile and said further trading profiles.

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