ABSTRACT

A platform that enables direct transactions of products between producers and purchasers is provided. A product transaction system for conducting a product transaction between a purchaser and a supplier is provided. The product transaction system includes: a first receiving means for receiving a purchase request including a suggested purchase price of a specific product from the purchaser; a second receiving means for receiving a sales request including a suggested sales price of the specific product from the supplier; and a determination means for determining whether or not the purchase request and the sales request match each other after reflecting a shipping cost for delivering the specific product from the supplier to the purchaser.