ABSTRACT

BID TYPE COOPERATIVE SELLING METHOD USING COMPUTER NETWORK

The bid type cooperative selling method on the Internet according to the present invention is a purchaser-initiated selling method, which can then solve the problem that the conventional bid type selling is a seller-initiated method. Further, with respect to combining on-Internet electronic cooperative purchase (selling) with the bid type method, the apposite selection of the winning bidders and the winning bid price enable clients to purchase products at lower prices while sellers or distributors can select the selling quantity (winning bid quantity) and selling price (winning bid price) in a more reasonable way, so that their sales policy is met and the profit is maximized.

Still further, a client who places a bid price proximate to the winning bid price is selected for the gift winner and rewarded with a predetermined compensation, which would promote participation of the clients, thereby allowing supply of lower-priced products. As a result, a synergy effect is caused by wide reputation of the service → increase of participants → decline in price, so that a cooperative selling in a still larger quantities than in the conventional cooperative selling can possibly be embodied.

Fig. 1