CLAIMS

1. A random additional discount apparatus for receiving at least one random additional discount target product from a seller terminal, receiving a random additional discount request from a buyer terminal upon payment for a purchase of the product and providing a random additional discount price to the buyer terminal in response to the random additional discount request,

wherein the apparatus is configured to:

extract a random additional discount amount in response to the random additional discount request;

determine whether the extracted random additional discount amount satisfies a predetermined condition;

transmit the random additional discount price determined by the random additional discount amount to the buyer terminal when the random additional discount amount satisfies the predetermined condition; and

repeat the process of extracting a new random additional discount amount and determining whether the new random additional discount amount satisfies the predetermined condition when the random additional discount amount does not satisfy the predetermined condition, and

wherein

when M sellers sell products on the open market, the total result of product sales by the M seller for a predetermined period of time (R_T) is summarized as follows:

$R_T = \Sigma R_1 + \Sigma R_2 + ... \Sigma R_k + ... + \Sigma R_M$

(Here, ΣR_k = sales revenue of the seller k);

the total sales commission received by the open market operator from all the M sellers (C_T) is summarized as follows:

$C_T = \Sigma C_1 + \Sigma C_2 + ... \Sigma C_k + ... + \Sigma C_M$

(Here, ΣC_k = sales commission received from the seller k);

the total discount subsidy provided by the open market operator for the sales of the products of all the M sellers (D_T) is summarized as follows:

$D_T = \Sigma D_1 + \Sigma D_2 + ... \Sigma D_k + ... + \Sigma D_M$

(Here, ΣD_k = discount subsidy provided by the open market operator for the sales of the product of the seller k); and

the predetermined condition that the determined random additional discount amount (Di) should satisfy is summarized as follows:

$\Sigma C_k - \Sigma D_k \geq 0$.

2. A random additional discount apparatus for receiving at least one random additional discount target product from a seller terminal, receiving a random additional discount request from a buyer terminal upon payment for a purchase of the random additional discount target product and providing a random additional discount price to the buyer terminal in response to the random additional discount request,

wherein the apparatus is configured to:

extract a random additional discount amount in response to the random additional discount request;

determine whether the extracted random additional discount amount satisfies a predetermined condition;

transmit the random additional discount price determined by the random additional discount amount to the buyer terminal when the random additional discount amount satisfies the predetermined condition; and

repeat the process of extracting a new random additional discount amount and determining whether the new random additional discount amount satisfies the predetermined condition when the random additional discount amount does not satisfy the predetermined condition, and

wherein

when M sellers sell products on the open market the total result of product sales by the M seller for a predetermined period of time (R_T) is summarized as follows:

$R_T = \Sigma R_1 + \Sigma R_2 + ... \Sigma R_k + ... + \Sigma R_M$

(Here, ΣR_k = sales revenue of the seller k);

the total sales commission received by the open market operator from all the M sellers (C_T) is summarized as follows:

$C_T = \Sigma C_1 + \Sigma C_2 + ... \Sigma C_k + ... + \Sigma C_M$

(Here, ΣC_k = sales commission received from the seller k);

the total discount subsidy provided by the open market operator for the sales of the products of all the M sellers (D_T) is summarized as follows:

$D_T = \Sigma D_1 + \Sigma D_2 + ... \Sigma D_k + ... + \Sigma D_M$

(Here, ΣD_k = discount subsidy provided by the open market operator for the sales of the product of the seller k); and

the predetermined condition that the determined random additional discount amount (Di) should satisfy is summarized as follows:

$C_T - D_T \geq 0$.

3. The random additional discount apparatus of claim 2,

wherein the predetermined condition that the determined random additional discount amount (D_i) should satisfy is

$C_T - D_T \geq 0$ and $\Sigma C_k - \Sigma D_k \geq 0$,

wherein,

if $C_k - D_k < 0$ and if the condition $C_T - D_T \geq M_{TH}$ is satisfied then the determined random additional discount price is transmitted to the buyer terminal;

whereas if $C_k - D_k < 0$ and if the condition $C_T - D_T \geq M_{TH}$ is not satisfied then the process of extracting a new random additional discount amount and determining whether the new random additional discount amount satisfies the above conditions is repeated; and

wherein M_{TH} is the threshold margin of the open market operator for the sales of products of all the M sellers for the predetermined period.

4. The random additional discount apparatus of claim 3,

wherein the total amount of the discount subsidy that will be applied to the random additional discount service is displayed on the buyer terminal.

5. A random additional discount method provided by a random additional discount apparatus for receiving at least one random additional discount target product from a seller terminal, receiving a random additional discount request from a buyer terminal upon payment for a purchase of the random additional discount target product and providing a random additional discount price to the buyer terminal in response to the random additional discount request,

wherein the method comprises:

receiving from the seller terminal the seller information and at least one random additional discount target product for registration;

receiving from the buyer terminal the buyer information and payment completion information for a product to purchase;

in response to the payment completion information, transmitting at least one random additional discount price to the buyer terminal; and

receiving from the buyer terminal a purchase decision,

wherein the transmitting further comprises:

extracting a random additional discount amount;

determining whether the extracted random additional discount amount satisfies a predetermined condition;

when the determined random additional discount amount satisfies the predetermined condition, transmitting the determined random additional discount price corresponding to the determined random additional discount amount to the buyer terminal; and

when the determined random additional discount amount does not satisfy the predetermined condition, repeating the steps of extracting a new random additional discount amount, determining whether the new random additional discount amount satisfies the predetermined condition and transmitting the determined new random additional discount price satisfying the predetermined condition to the buyer terminal, and

wherein

wherein, when M sellers sell products on the open market the total result of product sales by the M seller for a predetermined period of time (R_T) is summarized as follows:

$R_T = \Sigma R_1 + \Sigma R_2 + ... \Sigma R_k + ... + \Sigma R_M$

(Here, ΣR_k = sales revenue of the seller k);

the total sales commission received by the open market operator from all the M sellers (C_T) is summarized as follows:

$C_T = \Sigma C_1 + \Sigma C_2 + ... \Sigma C_k + ... + \Sigma C_M$

(Here, ΣC_k = sales commission received from the seller k);

the total subsidy provided by the open market operator for the sales of the products of all the M sellers (DT) is summarized as follows:

$D_T = \Sigma D_1 + \Sigma D_2 + ... \Sigma D_k + ... + \Sigma D_M$

(Here, ΣD_k = discount subsidy provided by the open market operator for the sales of the product of the seller k); and

the predetermined condition that the determined random additional discount amount (Di) should satisfy is summarized as follows:

$C_T - D_T \geq 0$.

6. The random additional discount method of claim 5,

wherein the predetermined condition that the determined random additional discount amount (D_i) should satisfy is

$C_T - D_T \geq 0$ and $\Sigma C_k - \Sigma D_k \geq 0$,

wherein,

if $C_k - D_k < 0$ then it is determined whether the condition $C_T - D_T \geq M_{TH}$ is satisfied;

if the condition $C_T - D_T \geq M_{TH}$ is satisfied then the determined random additional discount price corresponding to the determined random additional discount amount is transmitted to the buyer terminal;

if the condition $C_T - D_T \geq M_{TH}$ is not satisfied then the process of extracting a new random additional discount amount and determining whether the new random additional discount amount satisfies the above conditions is repeated; and

wherein M_{TH} is the threshold margin of the open market operator for the sales of products of all the M sellers for the predetermined period.

7. The random additional discount method of claim 6,

wherein the total amount of the discount subsidy that will be applied to the random additional discount service is displayed on the buyer terminal.

8. The random additional discount method of claim 6, further comprises:

after receiving the payment completion information, transmitting a random additional discount request mark to the buyer terminal, and

the random additional discount request from the buyer terminal is implemented by the selection of the random additional discount request mark by the buyer terminal.

9. The random additional discount method of claim 6,

wherein the random additional discount price is between 1% and 100% of the initial price of the product contained in the payment completion information.

10. The random additional discount method of claim 6,

wherein the transmitting of the random additional discount price further comprises:

in response to the random additional discount request, transmitting a first random additional discount price to the buyer terminal;

receiving again the random additional discount request from the buyer terminal; and

transmitting a second random additional discount price to the buyer terminal, and

the receiving of the purchase decision from the buyer terminal further comprises:

receiving the purchase decision corresponding to one of the first and second random additional prices.