



Akademija tehničko-vaspitačkih strukovnih studija odsek NIŠ

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Predmet: **Elektronsko poslovanje**

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Elektronsko poslovanje



Online modeli e-trgovine

(7)

Sadržaj

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▶ STOREFRONT MODEL

- ▶ Shopping cart (Potrošačka korpa)
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- ▶ Softverske platforme za e-trgovinu

▶ AUKCIJSKI MODEL

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- ▶ Wellbid online aukcija
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▶ PORTAL MODELI

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- ▶ Afinitetni

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▶ MODELI PRIHODA OD WEB-SAJTA

- ▶ Drop Shipping
- ▶ Veleprodaja i skladištenje
- ▶ Privatno označavanje i proizvodnja i white labeling
- ▶ Pretplata
- ▶ Promovisanje proizvoda

Online modeli e-trgovine (1)

- ▶ **BIZNIS MODEL** elektronske trgovine koristi **INTERNET** i njegove **SERVISE** za ostvarivanje pozicije na **GLOBALNOM TRŽIŠTU**.
- ▶ **NE POSTOJI** opšteprihvaćena **KLASIFIKACIJA MODELA** elektronske trgovine.
- ▶ **KLASIFIKACIJE MODELA ELEKTRONSKE TRGOVINE** dali su: Paul Timmers, Applegate, Rappa, Hartman, Witale, ...
- ▶ Timmers (engl.):

An architecture for product, service and information flows, including:

- ▶ description of the various **BUSINESS ACTORS** and their **ROLES**;
- ▶ description of the **POTENTIAL BENEFITS** for the various business actors
- ▶ description of the **SOURCES OF REVENUE**.

Online modeli e-trgovine (2)

- ▶ Najšire prihvaćeni **MODELI ELEKTRONSKE TRGOVINE** su:
 - ▶ **STOREFRONT MODEL** (srb. *Model izloga prodavnice*);
 - ▶ Shopping cart (srb. *Potrošačka korpa*) i
 - ▶ Online Shopping Malls (srb. *Online tržni centri*);
 - ▶ **AUKCIJSKI MODEL** (srb. *Aukcijski model - Online Forumi*);
 - ▶ **PORTAL MODELI**
 - ▶ Horizontalni,
 - ▶ Vertikalni i
 - ▶ Afinitetni;
 - ▶ **DYNAMIC PRICING MODEL** (srb. *Model dinamičnog određivanja cene*);
 - ▶ **ONLINE TRADING AND LENDING MODEL** (srb. *Online model za trgovinu i kupovinu*).

Storefront model

- **STOREFRONT MODEL** (srb. *Model izloga prodavnice*) je bazična forma e-trgovine u kojoj **PRODAVCI** i **KUPCI DIREKTNO KOMUNICIRAJU** (najčešće primenjen kod **B2C** modela).
- Omogućava proizvođačima da **PRODAJU** svoje proizvode na Webu **24 ČASA** dnevno **SEDAM DANA** u nedelji širom sveta.
- **STOREFRONT MODEL** se zasniva na:
 - Online **KATALOZIMA** sa proizvodima;
 - Dobro definisanim **PROCEDURAMA** kupovine;
 - Omogućenom bezbednom **ON LINE PLAĆANJU**;
 - Pristupu **SERVERU** proizvođača;
 - Potpunoj **BAZI PODATAKA** proizvođača.
- **STOREFRONT MODEL** pruža **VELIKI IZBOR** proizvoda i usluga i omogućava **VIŠE NARUDŽBINA** u **JEDNOJ TRANSAKCIJI**, a dva osnovna pojavna oblika su:
 - **SHOPPING CART TECHNOLOGY** (srb. *Tehnologija potrošačke korpe*) i
 - **ONLINE SHOPPING MALLS** (srb. *Online tržišni centri*)

Primer: Storefront model

MOVIE TIMES & TICKETS **MOVIES** **TV** **NEW ON DVD** **VIDEOS**

In Theaters | [View All](#)

[Playing Now Near Me](#)

Slow PC? Solution found! Clean it up. Speed it up.
Try it FREE* →
Aol Computer Checkup.
AdChoices

Movie Times

Popular Cities

New York, NY 10003	Chicago, IL 60693
Los Angeles, CA 90001	Belleuve, WA 98004
Phoenix, AZ 85001	Atlanta, GA 30301
Dallas, TX 75201	Washington, DC 20001
Philadelphia, PA 19019	Houston, TX 77001
Newark, NJ 07101	Cleveland, OH 44101
Tampa, FL 33601	St. Louis, MO 63101
Orlando, FL 32801	Miami, FL 33101
Denver, CO 80123	Boston, MA 02108
San Francisco, CA 94101	
Seattle, WA 98101	

Coming Soon | [View All](#)

On DVD | [View All](#)

Top Trailers | [View More](#)

'Deadpool 2' Trailer (2018)

Shopping cart/Shopping Malls

- ▶ **SHOPPING CART** (srb. *korpa/kilica za kupovinu*) tehnologija je jedna od **NAJČEŠĆE** korišćenih online modela e-trgovine.
- ▶ Kupac **KLIKOM** selektuje proizvode i stavlja ih u **e-KORPU** nalik kupovini u marketima.
- ▶ **SHOPPING CART** tehnologija se zasniva na:
 - ▶ **KATALOGU PROIZVODA** koji se nalazi na serveru prodavca u formi **BAZE PODATAKA**.
 - ▶ **BAZA PODATAKA** je dizajnirana tako da obezbeđuje skladištenje velikih količina informacija i izrade izveštaja na osnovu njih.
 - ▶ *Amazon.com* je dobar primer korišćenja shopping cart tehnologije.
- ▶ **ONLINE TRŽNI CENTRI** (engl. *Online shopping malls*)
 - ▶ Pružaju mogućnost kupcima **VELIKOG IZBORA** roba i usluga.
 - ▶ Kupcima je pogodno da na **JEDNOM MESTU** mogu **PRETRAŽIVATI** i **UPOREĐIVATI** proizvode i kupovati ih od jednog prodavca.
 - ▶ **USMERAVAJU SAOBRAĆAJ** ka vodećim prodavnicama za određene proizvode.

Primer: Dodavanje u e-korpu

ONLINE STORE

Search items... Serbia | EN | USD

Home | Catalog | Hot deals | Shipping | New! | Coming soon | Contact us

Home | Apparel

Star Wars Tissue-Weight Fitted Ladies' Tee [Variants]

T-shirt

In stock (84 items available)

★★★★★

ARE YOU A FAN?
Here is something made especially for all those women who are Star Wars fans! It is cool, it is feminine, and it shows that you are a true fan!

Color: Purple

Size: M

\$24.99

Add to cart PayPal Buy Now

Add to compare

1

Dodaj u e-korpu

You have just added

Star Wars Tissue-Weight Fitted Ladies' Tee [Variants]

1 x \$24.99
Size: M, Color: Purple

View cart Checkout PayPal Checkout

Customers who bought this also bought

20% off

BACtrack Vio - Bluetooth App Enabled Breathalyzer
★★★★★
Only 7 left in stock
\$39.99

Apple iPhone 6S Plus [Options & Attributes]
★★★★★
Only 3 left in stock
\$850.00

Star Trek Uniform Polos
★★★★★
Only 7 left in stock
\$29.99

2

Primer: Shopping cart model

FASHION STORE Sign in Register EN / USD - 2 items

My location: Serbia Search items...

Home Hot deals Shipping New! Coming soon Contact us

Categories

- Apparel
- iGoods - Product Filter
- Toys

Sell anything anywhere with X-Cart [Explore now](#)

Welcome to X-Cart Demo Store!

It illustrates operation and features of X-Cart - all-in-one eCommerce solution for swift and easy launch of a professional online store. Orders placed here cannot be fulfilled as all the sample products listed in this store are for demonstration and testing purposes only.

New arrivals

- Star Wars Tissue-Weight Fitted Ladies' Tee [Variants] **\$24.99**
- Star Trek Command Cycle Jersey **\$47.99** *40% off*
- Bow Ties Are Cool [Unlimited QTY] **\$14.99** *25% off*

[All newest products](#)

Featured products

- Apparel
- iGoods - Product Filter
- Toys

Apple iPhone 6S [Options & Attributes] [Custom tabs] **\$650.00**

Apple iPhone 6S Plus [Options & Attributes] **\$850.00** Only 5 left in stock

Apple iPhone SE [Options & Attributes] [Variants] [Tabs] **\$499.00** Only 8 left in stock

Sadržaj e-korpe

Primer: Sadržaj e-korpe

The screenshot shows a shopping cart page for 'FASHION STORE'. The cart contains two items: a Star Wars T-shirt and an Apple iPhone 6S Plus. The total amount is \$808.30. The page includes navigation links, a search bar, and a checkout button. Annotations 1-4 highlight specific elements: 1 points to the first item, 2 to the second item, 3 to the total amount, and 4 to the shipping information.

x-cart.com Theme: Fashion Download Create your store

FASHION STORE Sign in Register EN / USD My location: Serbia Search items...

Home Hot deals Shipping New! Coming soon Contact us

Your shopping cart - 2 items Continue shopping

Your shopping cart - 2 items

	Star Wars Tissue-Weight Fitted Ladies' Tee [Variants] Size: M, Color: Purple Change attributes Weight: 1 lbs	\$24.99 × 1	\$24.99
	Apple iPhone 6S Plus [Options & Attributes] Capacity, GB: 16, Color: Space Gray Change attributes Weight: 4.53 lbs	\$850.00 × 1	\$850.00

[Empty your cart](#) Subtotal: \$874.99

Subtotal: \$874.99
Discount: \$87.50
Shipping cost: \$20.81
Total: \$808.30

[Go to checkout](#)

- OR -

[PayPal](#) [PayPal CREDIT](#)

PayPal CREDIT
Get 6 Months to pay on \$99 or more
Check out with PayPal and choose PayPal Credit
Subject to credit approval. See terms. US customers only.

Shipping: Courier (\$20.81)
Estimated for: Serbia
[Change method](#)

Trenutni sadržaj e-korpe

Softverske platforme za online e-trgovinu

- ▶ Vrlo često se postavlja pitanje: Koja je **NAJBOLJA SOFTVERSKA PLATFORMA** za podršku realizacije online e-prodavnice?
- ▶ Odgovor nije jednostavan, jer selektovana softverska platforma postaje **OSNOVA ONLINE PRODAVNICE**, odnosno **WEB STRANICE** te je nije lako izmeniti.
- ▶ Zbog toga je potrebno uložiti određeni napor u cilju **IZBORA OPTIMALNE SOFTVERSKE PLATFORME** za svoju ideju online e-trgovine.
- ▶ Pre konačne selekcije, **KORISTITE DEMO VERZIJE** da bi ste se upoznali sa funkcionalnostima i odlučili da li Vam odgovara ponuđena funkcionalnost.
- ▶ Najbolja **BESPLATNA SOFTVERSKA REŠENJA** bazirana na **PHP/MySQL**-u su: OsCommerce (lab. vežba), Zen Cart, PrestaShop, CubeCart, Magento Commerce, Digistore, Opencart, CREloaded, Zeuscart, VirtueMart, ShopperPress, ...
- ▶ Neka **KOMERCIJALNA REŠENJA** na **PHP/MySQL**-u su: CS-Cart, Bosscart, Avactis, Lite Commerce, X-cart, Interspire, Sunshop, Shopfactory, Pinnacle Cart, ...

Softver za Shopping cart model

The screenshot shows a web browser window displaying the PDshop Demo website. The browser's address bar shows the URL <http://demo4.pdshop.net/>. The website header includes the PDshop logo, the text "by PageDown Technology", and navigation buttons for "Demo 1", "Demo 2", "Demo 3", and "Admin Demo".

The main content area is divided into two columns:

- Featured Items:** This section is titled "Marketing and Cross-Selling tools built in.... promote and sell your products easily!". It displays six product cards arranged in a 2x3 grid. Each card features a 3D-style image of a white box with a green and blue wave pattern at the bottom and a CD/DVD icon. The text "Your Image Here" is overlaid on each image. Below the images, the first card is titled "Product with Quantity Discounts" with a price of \$15.00 and a "Buy Now" button. The second card is titled "Digital Product" with a price of \$429.00 (crossed out) and \$89.00, and a "Buy Now" button. The third card is titled "Product with Options" with a price of \$999.00 (crossed out) and \$899.00, and a "Buy Now" button. The text "Sold Out" is displayed below the third card.
- Custom Menu:** This section is titled "Build your own menus and navigation!". It lists several menu items: Home, Category List, Custom Page, Put Links Here, Featured Products, Contact Us, Search Wishlists, Buy Gift Cards, and Affiliates.

At the bottom right of the main content area, there is a section titled "Your Heading" with the text "100% control of the layout!". Below this text is a hand-drawn diagram of a website layout with labels: "LOGO" pointing to the top left, "DANNER" pointing to the top right, "LEFT SIDEBAR" pointing to the bottom left, "MAIN" pointing to the bottom center, and "RIGHT SIDEBAR" pointing to the bottom right.

<http://www.hongkiat.com/blog/open-source-e-commerce-shopping-carts-best-of/>

Online tržišni centri

- ▶ **ONLINE TRŽIŠNI CENTRI** (ili virtualni trgovački centri) su **WEB-SAJTOVI** koji omogućavaju posetiocima jednostavnu **PROVERU PONUDE OD VIŠE PRODAVACA** a prodavcima da prodaju robu i usluge **NA JEDNOM PORTALU**.
- ▶ Online šoping centri nude **ŠIROKU PALETU** proizvoda za:
 - ▶ elektroniku,
 - ▶ odeću,
 - ▶ proizvode za kućne ljubimce,
 - ▶ i još mnogo toga.
- ▶ Većina **ONLINE ŠOPING CENTARA** nudi proizvode **SA POPUSTOM** ili posebne **PROMO KODOVE** koje se mogu koristiti pri online kupovini.
- ▶ Neki online šoping centri su: eCRATER, Shopping.com, Shopzilla i PriceGrabber.

Primer: Onlajn tržni cenar

The screenshot shows the shopping24.de website interface. At the top, there is a browser address bar with the URL https://www.shopping24.de/. Below the browser, the website header includes the shopping24.de logo, a search bar with the placeholder text "In über 1.100 Shops suchen...", and a "Merktzettel" (wishlist) icon. A navigation menu lists categories: MODE, MULTIMEDIA, SPORT & FREIZEIT, HAUSHALT, WOHNEN, GARTEN & TERRASSE, KINDER, and BEAUTY & GESUNDHEIT. A secondary menu lists "GROSSE VIELFALT MIT MEHR ALS 1000 SHOPS", "SICHERES EINKAUFEN BEI GEPRÜFTEN PARTNERN", and "KOMPETENZ SEIT 1997".

On the left side, a vertical list titled "Alle Kategorien:" contains the same category names as the navigation menu, each with a right-pointing arrow. A series of orange arrows points from this list towards the featured advertisement.

The featured advertisement is for "vidaxl" garden furniture, showing a wicker sofa and armchair set in a garden setting. The text "Jetzt günstige Gartenmöbel entdecken" is overlaid on the image.

Below the advertisement is a section titled "Unsere Shop-Empfehlung im April" featuring the "najoba" brand. The text describes Najoba as Germany's largest online biomarket, focusing on sustainable living and natural cosmetics. A "Mehr Produkte von Najoba" button is provided.

To the right of the text are five product cards, each with a heart icon and a price tag:

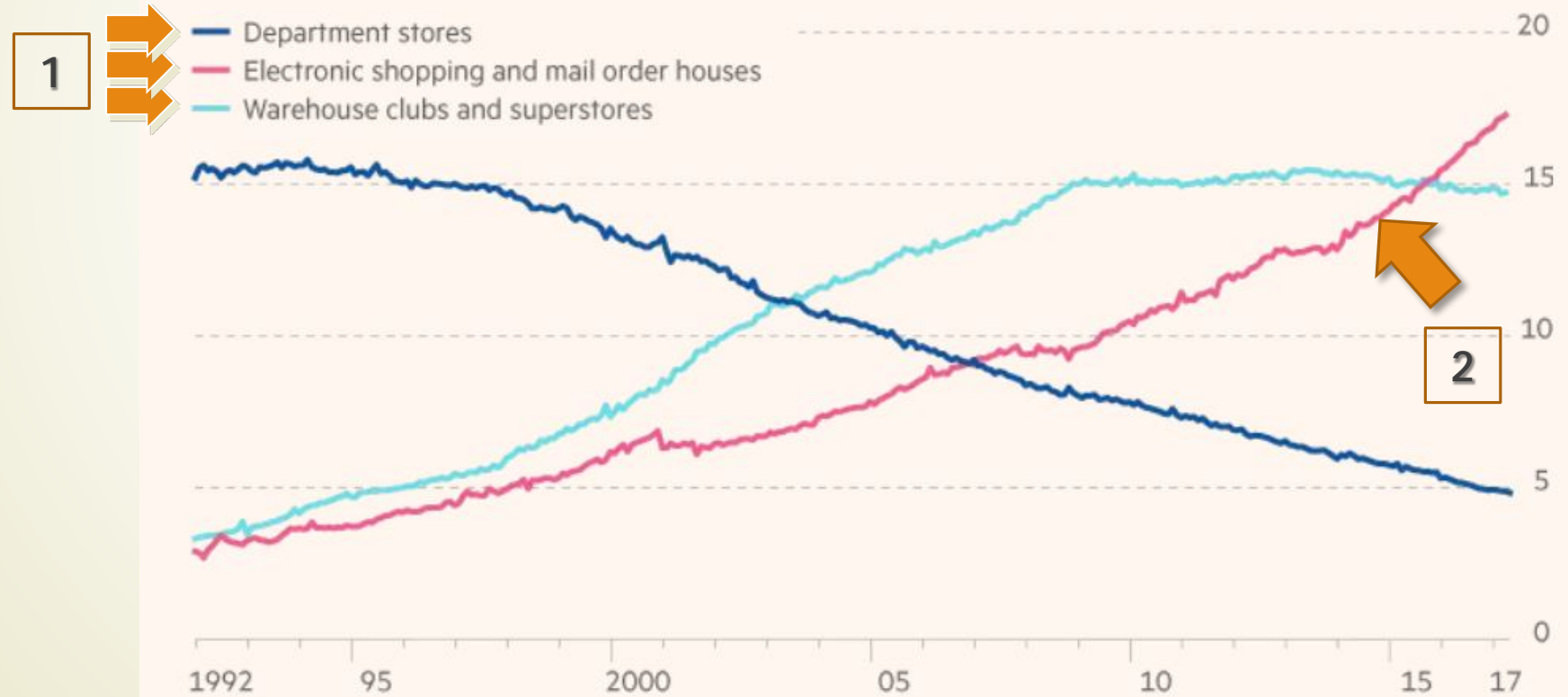
Product Name	Current Price	Original Price	Shipping
Speick Haarseife	1,97 €	2,79 €	Versand: 2,90 €
lavera Feuchtigkeit & Pflege Shampoo	3,07 €	3,99 €	Versand: 2,90 €
lavera Gingko Bio Traube Klärendes Peeling	3,98 €	4,99 €	Versand: 2,90 €
Logona Pflanzen-Haarfarbe Creme 240 nougatbraun	11,15 €	44,95 €	Versand: 2,90 €
lavera Frische & Anti-Fett Shampoo	3,19 €	3,99 €	Versand: 2,90 €

At the bottom of the page, there is a footer with the text "Die Frühlings-Trends 2019" and a cookie consent notice: "Wir verwenden Cookies, um Ihnen den bestmöglichen Service zu gewährleisten. Wenn Sie auf der Seite weitersurfen stimmen Sie der Cookie-Nutzung zu." with an "Ok" button.

Trend online trgovanja

American online retailing is growing rapidly

% of core retail sales



Aukcijski model

- ▶ **AUKCIJSKI MODEL** se zasniva na **POSREDOVANJU U PRODAJI**, odnosno, **KUPOVINI**.
- ▶ Aukcijski model je organizovan kao **FORUM ZA ONLINE KUPOVINU**.
- ▶ Korisnici Interneta se na online forum loguju kao: **LICITANT** ili **PRODAVAC**.
 1. **PRODAVAC** šalje podatke o:
 - ▶ Predmetu prodaje,
 - ▶ Minimalnu cenu i
 - ▶ Krajnji rok za završetak aukcije.
 2. **LICITANT PRETRAŽUJE SAJT**, pregleda trenutne licitatorske aktivnosti i **LICITIRA**.
- ▶ **AUKCIJSKI SAJTOVI** po završetku posla dobijaju **PROCENAT** od obe strane učesnice.
- ▶ **eBay** je najprofitabilnija online kompanija koja koristi aukcijski model.

Tipovi aukcija

Tipovi **ONLINE AUKCIJA**:

- ▶ **PENNY AUCTION** - Web stranice **PENNI AUKCIJA** nude aukcije za **PLAĆANJE UČEŠĆAA** (licitant moraju platiti da bi mu se omogućilo učešće u aukciji). Aukcijski predmeti imaju tendenciju da se prodaju s visokim popustima.
- ▶ **FREE AUCTIONS** - Model **BESPLATNOG UČEŠĆA** na aukcijama.
- ▶ **POLICE & GOVERNMENT AUCTIONS** – Aukcije na kojima se nudi **POPIS** iz policijskih i vladinih organizacija.



Penny Auctions



Free Auctions



Police & Government Auctions

eBay - online slobodna aukcija (1)

1

The screenshot shows the eBay homepage with the following elements:

- Browser Address Bar:** https://www.ebay.com/?ef_id=CJ0KCCQjwklzIBRDzARIsABgXqV-P-r_SUq11
- Navigation:** File, Edit, View, Favorites, Tools, Help
- Header:** Hit Sign in or register | Daily Deals | Sell | Help & Contact | My eBay | Search for anything | All Categories | Search | Advanced
- Category Navigation:** Home | Saved | Electronics | Fashion | Health & Beauty | Motors | Collectibles | Sports | Home & Garden | Deals | Under \$10
- Top Automotive...:** Choose most-shopped items right now. Includes a "Shop Now" button and three featured items: a racing helmet, a tool kit, and a handheld device, each with a "Buy Now" button.
- Your Recently Viewed Items:** A carousel of five items with prices: \$22.08, \$14.81, \$2.50, \$25.28, and \$1,138.73. An orange arrow points to the second item.
- Daily Deals:** See All -> Includes a SanDisk logo and various product images.

eBay - online slobodna aukcija (2)

SAVE UP TO 22% See all eligible items

SIM900 GPRS/GSM Shield Development Board Quad-Band Module Compatible For Arduino

★★★★★ Be the first to write a review.

Condition: **New**

Quantity: 8 available / 27 sold

Was: US \$18.99

You save: \$4.18 (22% off)

Price: **US \$14.81**

Buy It Now

Add to cart

Best Offer: **Make Offer**

[Add to watch list](#)

100% buyer satisfaction

27 Sold

Free Shipping

Shipping: **FREE** Economy Shipping from China/Hong Kong/Taiwan to worldwide | [See details](#)
International items may be subject to customs processing and additional charges.
Item location: Shenzhen, China
Ships to: Worldwide [See exclusions](#)

Delivery: **Estimated between Wed. Apr. 24 and Fri. Jun. 7**
Seller ships within 5 days after [receiving cleared payment](#).

Payments:

Returns: 30 day returns. Buyer pays for return shipping | [See details](#)

Shop with confidence

Top Rated Plus
Trusted seller, fast shipping, and easy returns. [Learn more](#)

eBay Money Back Guarantee
Get the item you ordered or get your money back. [Learn more](#)

Seller information
emon (1203 ★)
100% Positive feedback

[Save this Seller](#)
[Contact seller](#)
[Visit store](#)
[See other items](#)

1

2

Wellbid online Penny aukcija: u toku

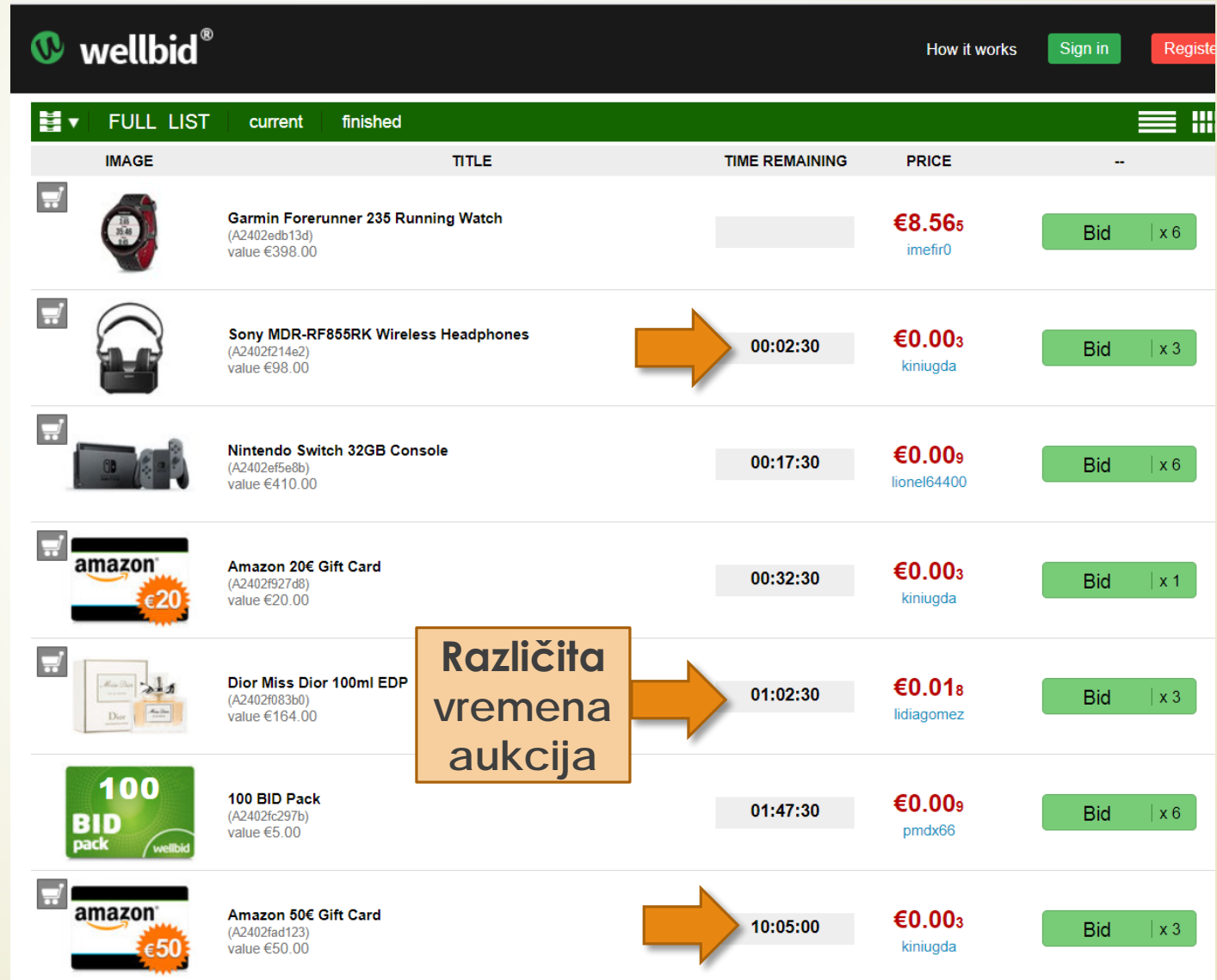















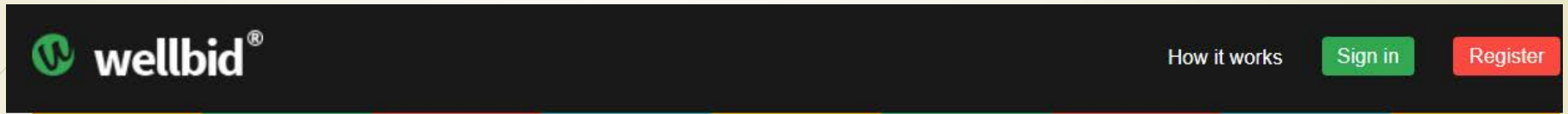


IMAGE	TITLE	TIME REMAINING	PRICE	--
	Garmin Forerunner 235 Running Watch (A2402edb13d) value €398.00		€8.56₅ imefir0	Bid x 6
	Sony MDR-RF855RK Wireless Headphones (A2402f214e2) value €98.00	00:02:30	€0.00₃ kiniugda	Bid x 3
	Nintendo Switch 32GB Console (A2402ef5e8b) value €410.00	00:17:30	€0.00₉ lionel64400	Bid x 6
	Amazon 20€ Gift Card (A2402f927d8) value €20.00	00:32:30	€0.00₃ kiniugda	Bid x 1
	Dior Miss Dior 100ml EDP (A2402f083b0) value €164.00	01:02:30	€0.01₈ lidiagomez	Bid x 3
	100 BID Pack (A2402fc297b) value €5.00	01:47:30	€0.00₉ pmdx66	Bid x 6
	Amazon 50€ Gift Card (A2402fad123) value €50.00	10:05:00	€0.00₃ kiniugda	Bid x 3

Wellbid online Penny aukcija - završena

IMAGE	TITLE	END DATE	PRICE	--
	BaByliss 2736E Hot Air Brush (A2402f0de0b) value €86.00	Finished	€0.19 saklummyk	Sold
	SanDisk Connect Wireless Stick 128GB Flash Drive (A2402f04471) value €134.00	Finished	€3.27 mehryp81	Sold
	Lego Batman Movie 70909 - Batcave Break-in (A2402f543b2) value €98.00	Finished	€1.22 mehryp81	Sold
	Apple iPhone 8 Plus 64GB (A2402e624cd) value €1 310.00	Finished	€0.72 trecin96	Sold
	Amazon 100€ Gift Card (A2402ef0330) value €100.00	Finished	€0.29 qurudu	Sold
	SanDisk Extreme SDXC 128GB Memory Card (A2402ef9ac7) value €104.00	Finished	€1.58 fahaco	Sold
	Femme by Boss 75ml EDP (A2402f23a08) value €74.00	Finished	€0.47 seguspzep	Sold
	Canon SX620 HS Camera		€0.12	Sold

Wellbid u odnosu na e-Bay aukcije



Najviši kvalitet od 2008

Wellbid aukcije

- **Novi, samo brendirani proizvodi**
- **Originalno pakovanje**
- **Autorizovani prodavci - potpuna proizvođačka garancija**
- **Licitacija počinje sa 0 €, nema rez. cene**
- **Konačna cena uvek atraktivna**
- **Brza isporuka, pouzdani dostavljači**
- **Odgovoran i predusretljiv potrošački servis**



E-Bay aukcije

- **Novi i korišćeni proizvodi**
- **Originalno pakovanje i garancija nisu uvek uključeni**
- **Poreklo proizvoda često nije poznato**
- **Postavlja se rezervna cena**
- **Manje atraktivna cena**
- **Dugoročna dostava**
- **Kontakt sa prodavcem često otežan**

Wellbid aukcija - kako radi?

Kako radi?

1.

Onlajn aukcije bez rezervisane cene

Wellbid auctions feature only new items and the starting price is always \$0—with no reserve. Bid and win brand-name merchandise for as little as 1 penny!
We promise great fun and attractive winnings. Hundreds of brand-name products await at our auctions.



2.



Kada je aukcija završena?

Going once... going twice... sold, for 1 cent!
Auctions on our website are similar to traditional auctions—an auction ends when no higher offer is made.
An auction continues as long as there is more than one person willing to bid on the item. Instead of an auctioneer, there is a timer counting down the time remaining until the end of the auction.

3.

Ko je pobednik aukcije?

The last bidder is the winner.
Bidding always start at 0 dollars. You bid as long as you want.
If no higher offer is made, you are the WINNER.
Remember to be vigilant, as the time to bid is limited—seconds are ticking away!



4.



Kako pobediti na aukciji?

Register, sign in, and activate your account.
Buy BIDs to participate in auctions, have fun, and win amazing items.
You can bid manually, by clicking the "Bid" button, or with the Autobid feature, which allows you to take part in auctions even when you are away from your computer.

5.

Šta su BID-ovi?

BIDs are units used to place bids on Wellbid.
BIDs enable you to participate in auctions, as well as to use other site functions.
Each bid costs the amount of BIDs defined in auction parameters.



6.



Kako je moguće kupiti novi brendirani proizvod za 1 cent?

In order to participate in auctions, you first have to preload your account with BIDs.
Since every bidder pays a peppercorn amount, the winner is able to snag the auctioned item for as much as 99% off retail price.

7.

Kako primiti dobitke?

You were the highest bidder? Congratulations!
Please pay for the item within 7 days of receiving the win confirmation.
Your item will be shipped to the specified address within 14 days.



8.



Šta još treba znati?

If you have any questions, please refer to Help pages or contact our Customer Service.
You can also visit our blog for tips, strategies, and comments about the site.

Online aukcijski sajt - DealDash

DealDash[®]
FAIR AND HONEST AUCTIONS



Log in

Help

How it works

Tips & tricks

Winners

Get Started

CHALLENGE

EASTER EGG HUNT!
BID ON EASTER EGG BID PACKS

3x

FREE BIDS FASTER WITH
TIME AS HIGHEST BIDDER
MULTIPLIER



Bidder's Paradise
special hour at
3pm PT today!

SPECIAL HOUR STARTS IN 04:39:34

RIGHT NOW:
14¢ BIDS!

GO TO OFFER

YOUR FIRST BID PACK PURCHASE OF THE DAY FOR ONLY 12¢ PER BID

Browse Categories ▾

Search Auctions...

Search Auctions

KitchenAid Artisan® Series Aqua
Sky 5 Quart Stand Mixer



Starts 2:00 AM
Bid during last 10 seconds.
06:39:33

John Deere Z345M Zero-Turn
Riding Mower



Starts 3:00 AM
Bid during last 10 seconds.
07:39:33

Apple iPad Pro 12.9-inch Wi-Fi
64GB - Silver



Starts Apr 13
Bid during last 10 seconds.
1 day 06:39:33

Weber Spirit II E-310 Propane Gas
Grill - Black



Starts Apr 13
Bid during last 10 seconds.
1 day 07:39:33

Boucheron Pour Homme - Men's
3.3oz EDT Spray



\$4.73
Bid2bankruptU
00:00:10

Luxury Linens™ All Season 3pc
Reversible Comforter Set -



\$4.39
fbarriett
00:00:04

<https://www.dealdash.com>

DealDash pobednici

1 ALL AUCTIONS START AT \$00.00

2 EVERY BID RAISES PRICE \$00.01 AND RESTARTS TIMER

3 THE LAST BIDDER WINS

The diagram illustrates the DealDash auction process in three steps. Step 1: All auctions start at \$00.00. Step 2: Every bid raises the price by \$00.01 and restarts the timer. Step 3: The last bidder wins. Each step is accompanied by a timer icon.

dealdash.com/winners



SCHULTZ

Buy it Now Price: \$320.00

Schultz S3 Smart Dash Camera

Sold for: \$13.39

Bids Placed: 94

Estimated Total Cost: \$32.19



sheevarx
Florida

Auction ended 6 mins ago



Buy it Now Price: \$40.00

Arcadia 360° Pro Series Virtual Reality Headset - 2-pack

Sold for: \$0.49

Bids Placed: 7

Estimated Total Cost: \$1.89



Marybeth02
West Virginia

Auction ended 7 mins ago



Buy it Now Price: \$71.00

Ox and Bull Trading Co. Clothing & Accessory Bundle (Ships by 5/1)

Sold for: \$0.23

Bids Placed: 7

Estimated Total Cost: \$1.63













jeneversole
Indiana

Auction ended 7 mins ago

<https://www.dealdash.com/help/how-it-works>

Komparacija online aukcijskih sajtova

	★★★★★ Review Coming Soon	E-commerce	Huge online marketplace, many perks with prime membership including 2-day free shipping
	★★★★★ Read Review	Penny Auction	Many auctions available from TV's to home appliances, featuring beginner auctions, free shipping, good reputation.
	★★★★★ Read Review	Free Auction	Largest marketplace to find online auctions, with many categories, offers buy it now and promotions
	★★★★★ Read Review	Free Auction, E-commerce	Offers products across all categories, similar to eBay, less expensive for sellers so slightly lower prices.
	★★★★★ Read Review	Penny Auction	Always free shipping. You can earn free bids by referring friends and family.

	★★★★★ Read Review	Penny Auction, E-commerce	Free shipping on almost everything, auctions available in many categories laptops and tablets to purses and jewelry.
	★★★★★ Read Review	Free Auction, E-commerce	Various product categories from jewelry to electronics featuring high paced auctions, with Buy It Now options.
	★★★★★ Read Review	Penny Auction, E-commerce	Primabids store where you can buy it now, winners can re-sell products which they've won, gift cards, games, and many other products.
	★★★★★ Read Review	Penny Auction	Beginner Auctions, buy it auctions, offers auctions in many categories and discounts for new bidders.
	★★★★★ Read Review	Free Auction	Offers government Auction information for thousands of yearly government auctions, bank foreclosure, car, truck, and other automobile auctions

<https://www.bestpennyauctionsites.org/>

Portal modeli

- ▶ **PORTALI** su **WEB STRANICE** koje nude posetiocima **NA JEDNOM MESTU VELIKI BROJ INTERSANTNIH SERVISA**, obično nude **VESTI, SPORT, VREME** kao i **MOGUĆNOST PRETRAŽIVANJA WEB-a**.
- ▶ Na portalima se obično **NE PRODAJE ROBA DIREKTNO**, da bi se zadržala nepristranost.
- ▶ **FINANSIJSKI MODEL** njihovog poslovanja se zasniva na
 - ▶ Reklamiranju i
 - ▶ Pretplati.
- ▶ Generalno, portali se mogu **KLASIFIKOVATI** na:
 - ▶ **HORIZONTALNE** – obuhvataju informacije o **ŠIROKOM** opsegu tema.
 - ▶ **VERTIKALNE** – (engl. *vortal*) nude veliki broj informacija koje pripadaju **JEDNOJ OBLASTI**.
 - ▶ **AFINITETNE** – kao vertikalni ali tačno usmereni ka **SPECIFIČNOM SEGMENTU** tržišta ili ka **ODREĐENOM DOGAĐAJU**.

Primer horizontalnog portala: MSN

Mogućnost pretraživanja

msn
powered by Microsoft News

web search

Outlook.com | Amazing Hotel Deals! | Facebook | Skype | Twitter | Office | Microsoft Store | OneDrive

CORONAVIRUS | BOR / 11°C | Make MSN my home page | AFRICA | ASIA | AUSTRALASIA | EUROPE | LATIN AMERICA | MIDDLE EAST | NORTH AMERICA | LIFE | SPORT | BUSINESS

As part of removing malware, your Microsoft security software has reset your home page and search engine, which you can change at any time in Internet Options. [LEARN MORE](#)

MOST READ IN EUROPE

- Senior Serb official dies from virus (Reuters)
- Romania's weak link in virus fight (Bloomberg)
- Italy sees fewer virus deaths (Reuters)

1M infected: How COVID-19 spread around the world (Bloomberg)

Record 10M sought US jobless aid in past 2 weeks (Associated Press)

Smuggling tunnel found in US; \$29M in drugs seized (San Diego Union Tribune)

Duterte says virus lockdown violators 'can be shot' (Newsweek)

Woman wears stylish gowns every day to beat virus blues (Daily Mail)

'Little Women' water bottle fail goes viral on TikTok (Sky News)

Jazz great Ellis Marsalis Jr. dead; COVID-19 involved (Associated Press)

Leopard strays into Indian city amid lockdown (Hindustan Times)

Širok opseg tema

Primer horizontalnog portala: Yahoo

The screenshot shows the Yahoo homepage with several annotations. A red arrow points from the text 'Mogućnost pretraživanja' to the search bar. A red dashed box highlights the navigation menu, with an arrow pointing from the text 'Širok opseg tema' to it. The navigation menu includes: Mail, Coronavirus, News, Finance, Sports, Politics, Entertainment, Lifestyle, Shopping, Subscriptions, My Channel, and More... The main content area features a large orange banner for 'Coronavirus Updates' with the headline 'U.S. leads the world with more than 245,000 confirmed COVID-19 cases'. Below this is a large article titled 'Trump ended \$200M program to detect coronaviruses' with a sub-headline 'Months before the coronavirus outbreak, the Trump administration ended a \$200-million program that helped labs detect viruses that could cause the next global pandemic. Funding ran out in September »' and '5,103 people reacting'. At the bottom, there are five smaller article thumbnails: 'Famed pop-rock singer killed by virus hailed by celebs', 'Ex-NFL Pro Bowler: COVID-19 nearly 'buried me'', 'Why obesity is a factor in severity of COVID-19 cases', 'Americans now urged to wear masks in public', and 'Students partied, ignored distancing and got virus'. On the right side, there is a 'Trending Now' list with 10 items, including 'Emily Ratajkowski', 'Bachelor Nursing ...', 'Coronavirus', 'Lyle Waggoner', 'Kristin Cavallari', 'Highest CD Rates', 'Shirley Jones', 'Laura Linney', 'Star Trek', and 'Magnets Sale'. Below the trending list is an advertisement for Orion telekom with the headline 'Ostani slobodan za 899din' and a 'PRIJAVITE SE' button. At the bottom right, there is a weather widget for 'Bor District' showing 'Today' with a temperature of 53° 28°, 'Sat' with 55° 36°, 'Sun' with 55° 40°, and 'Mon' with 52° 35°.

Mogućnost pretraživanja

Širok opseg tema

10 Gbps \$900/month - Global Internet Backbone
IP Transit For Your Network, Reach More Networks With Lower Latency he.net

OPEN

Coronavirus Updates: U.S. leads the world with more than 245,000 confirmed COVID-19 cases

Trump ended \$200M program to detect coronaviruses
Months before the coronavirus outbreak, the Trump administration ended a \$200-million program that helped labs detect viruses that could cause the next global pandemic. Funding ran out in September »
5,103 people reacting

Trending Now

1. Emily Ratajkowski
2. Coronavirus
3. Kristin Cavallari
4. Shirley Jones
5. Star Trek
6. Bachelor Nursing ...
7. Lyle Waggoner
8. Highest CD Rates
9. Laura Linney
10. Magnets Sale

Ostani slobodan za 899din
Orion telekom
Za samo 899 din. mesečno surfuj brzo i bez ugovora. Hit cene za kućne Internet pakete
PRIJAVITE SE

Bor District

Today 53° 28°
Sat 55° 36°
Sun 55° 40°
Mon 52° 35°

Primer afinitetnog portal modela: Wimbledon

Tema usmerena na jedan događaj

The screenshot displays the Wimbledon website homepage. At the top, the navigation bar includes the Wimbledon logo, the dates "29 JUNE - 12 JULY 2020", and the IBM logo. Below the navigation, there are links for "Public Ballot Information" and "Information on COVID-19". The main content area features a large aerial photograph of the Wimbledon grounds. Overlaid on this image are several interactive elements: a "LIVE" section with icons for "SCORES", "VIDEO", and "RADIO"; a clock showing the time in "LONDON" (FRI 01:21 PM) and "YOUR TIME" (FRI 02:21 PM); and a "LATEST" section with a downward arrow. On the right side, there is a vertical list of video highlights, each with a play button icon, a thumbnail image, and a title: "Women Who Inspire" (FRI 06 MAR 2020 18:30 GMT, 04:32), "Maria's Moment" (WED 26 FEB 2020 17:12 GMT, 01:22), and "Wimbledon Relived: Djokovic vs Federer" (FRI 31 JAN 2020 11:31 GMT, 04:36). A red arrow points from the text box on the left to the Wimbledon logo at the top of the page.

Dynamic pricing model (1)

- ▶ **DYNAMIC PRICING MODEL** (srb. *dinamičko određivanje cena*) je **NAJFLEKSIBILNI NAČIN** za **ODREĐIVANJE CENA** proizvoda ili usluga.
- ▶ Cilj ovog modela je **ODREĐIVANJE CENA ROBE ILI USLUGE** preko Interneta u skladu sa **ZAHTEVIMA TRŽIŠTA**.
- ▶ Koriste se **SOFTVERSKI AGENTI** (botovi) koji prikupljaju podatke i koriste specijalizovane algoritme da **PRILAGODE CENE** prema **POSLOVNIM PRAVILIMA** kompanije i zahtevima tržišta.
- ▶ **POSLOVNA PRAVILA** uzimaju u obzir:
 - ▶ Lokaciju klijenta,
 - ▶ Vreme dana, dan u nedelji,
 - ▶ Nivo potražnje i
 - ▶ Cene konkurenata.
- ▶ **PRIKUPLJANJEM I ANALIZIRANJEM** podataka o **ODREĐENOM KUPCU**, prodavac može **TAČNIJE PREDVIDETI** koju cenu je kupac **VOLJAN DA PLATI** i na odgovarajući način prilagođava cene.

Dynamic pricing forme (2)

- ▶ Model **DYNAMIC PRICING** je najpre prihvaćenisanja kod kupovine **AVIONSKIH KARATA** ili **REZERVISANJA** **HOTELSKIH SOBA** putem Interneta.
- ▶ **INTERNET** je drastično promenio **NAČIN ODREĐIVANJA CENA** spajanjem velikog broja **KUPACA** i **PRODAVACA** što rezultira u **SNIŽAVANJU CENE PROIZVODA**.
- ▶ Razvijeni su sledeće **DYNAMIC PRICING FORME**:
 - ▶ **NAME YOUR PRICE** – korisnik postavlja **SVOJU CENU**.
 - ▶ **COMPARISON PRICING** – sajt sa mehanizmom za pronalaženje **NAJNIŽE CENE** za određeni proizvod.
 - ▶ **DEMAND SENSITIVE PRICING** – kupovina **VEĆE KOLIČINE** proizvoda po nižoj ceni.
 - ▶ **BARTERING** – **ZAMENA** nepotrebnog za potrebno.
 - ▶ **REBATE** – sajtovi **KOJI NUDE POPUSTE** na maloprodaju proizvoda vodećih proizvođača u **ZAMENU ZA REKLAMIRANJE** ili **PROVIZIJU**.
 - ▶ **FREE OFFERING** – **BESPLATNI PROIZVODI** i usluge generišu **VELIKI PROMET** na web sajtu.

Primer dynamic pricing modela : Priceline.com (1)

priceline.com - The Best Deals on...
priceline.com/?tab=hotels

TRAVEL SUPPORT Click here to learn more about how Coronavirus may affect your travel plans

priceline® Hotels Cars Flights Bundle + Save Cruises Sign in Find My Trip Help

Save more on your next hotel

Thousands of deals made every day

HOTELS FLIGHTS BUNDLE + SAVE CARS CRUISES

Where to?
Beograd Admiral Apartments - Belgrade, Serbia

Check-in - Check-out Room
1 Room

Find your hotel

Need anything else? Add a car Add a flight

Pretraživanje
prema
korisničkim
zahtevima



Pricebreakers saves you up to **50% on your hotel.**

We'll pick 3 hotels, you'll save big on one.

**10% off
coupon**

Book anything today
and get 10% off your
next Express Deal@
Hotel



Primer dynamic pricing modela : Priceline.com (2)

Pretraživanje
prema
korisničkim
zahtevima

priceline® Hotels Cars Flights Bundle + Save Cruises Sign in Find My Trip Help USD

DEALS FOR EVERY BUDGET
Incredible prices on hotels, flights, cars, and packages worldwide.

BILLIONS SAVED
We've already saved travelers billions of dollars!

BEST PRICE GUARANTEED
Find a lower price? We'll refund you 100% of the difference.

HELP 24/7
We're always here for you - reach us 24 hours a day, 7 days a week.

Belgrade, Serbia mm/dd/yyyy - mm/dd/yyyy 1 Room, 2 Adults Update Search

Browse All Express Deals Private Rentals List View Map View

Amenities

- Free Internet Access (1518)
- Free Breakfast (3)
- Free Parking (638)
- Pets Allowed (615)
- Swimming Pool (39)

Show more amenities

Popular Filters

- Priceline VIP Deals
- Free Cancellation

Set Your Budget

Check prices on hotels in Belgrade, Serbia

Stay Duration	Price Range
Tonight (Apr 03 - Apr 04, 1 night)	from \$119 per night
Next Weekend (Apr 10 - Apr 12, 2 nights)	from \$104 per night
Following Weekend (Apr 17 - Apr 19, 2 nights)	from \$104 per night

Showing 15 of 1637 Hotels in Belgrade, Serbia Recommended

Risk Free: Book a room with free cancellation for more flexibility See Properties

Here is the **Beograd Admiral Apartments** and others you may like in Belgrade, Serbia

PRIVATE RENTAL APARTMENT

Beograd Admiral Apartments

Online trading and lending model (1)

- ▶ **ONLINE TRADING AND LENDING** model se realizuje **NA SAJTU KOMPANIJE** koja **ZA KUPCA** obavlja **NEKU TRANSAKCIJU**.
- ▶ Ovaj model je zastupljen u **USLUŽNIM DELATNOSTIMA** ka što su **FINANSIJSKE** i **PUTNIČKE** usluge.
- ▶ **BROKERSKE ORGANIZACIJE** su definisale način realizacije poslova **OSIGURANJA** i **TRGOVINE NEKRETNINAMA** i **HARTIJAMA OD VREDNOSTI** preko Web-a.
- ▶ Na sajtovima **BROKERSKIH KOMPANIJA** je moguće realizovati **KUPOVINU, PRODAJU** i **UPRAVLJANJE** svim **INVESTICIJAMA** sa računara.
- ▶ **TRANSAKCIJE** realizovane preko Web-a **MANJE KOŠTAJU** jer su **PROVIZIJE** za realizaciju na Webu **NIŽE**.
- ▶ Problem **ZAŠTITE PODATAKA** i **SIGURNOST PLAĆANJA** su osnovni problemi koje onespokojavaju klijente kod ovog modela.

Elektronska platforma za trgovanje

The screenshot displays the X-LIDER trading platform interface. At the top, there are navigation icons and a status bar showing 'Demo | 16:27:07 | srpski | Prijavljen kao: 3071166 | Pridruži se!'. The main interface is divided into several sections:

- TRŽIŠNE CENE:** A table of market prices for various instruments.
- GOLD:** A candlestick chart showing price movement over time. A tooltip displays: O: 1204.88, H: 1208.08, L: 1204.41, C: 1205.49, D: 05-26 02:00.
- OTVORENE POZICIJE (0):** A table for open positions, currently empty.
- DRUŠTVENI:** A social stream showing top performers and recent trades.

Market Data Table:

Instrument	Ponuda	Tražnja	Vreme
#ALIBABA	41.87	41.28	16:26
#AMAZON	425.81	425.68	16:27
#AMERICAI	80.20	80.33	16:25
#APPLE	130.17	131.14	16:27
#AT&T	41.37	41.50	16:25
#BAIDU	199.96	201.55	16:26
#BERKSHIR	104.17	104.50	16:27
#BOA	16.42	16.56	16:25
#BOEING	142.70	142.84	16:27
#CAT	87.64	87.78	16:26
#CHEVRON	108.181	108.17	16:27

Trading Controls: PRODATI 1186.58, Iznos: 0.01, KUPITI 1187.18. Buttons: Postavi S/L T/P, Otvori nalog, Otvori neizvršene.

Social Stream:

Ime	P/G(%)	KOPIRAČI
azerbaycan8	490%	34
na5555	695%	87
Mevludin1	315%	18
MrPoenta	119%	5
Promladen	173%	0

Footer: P/G na otvaranju €0.00, Bilans €55,498.32, Kapital €55,498.32, Margina €0.00, Slobodna margina €55,498.32, Nivo margine -, Kredit €0.00. Video player controls: 25:55 / 49:14.

Beogradska berza

SRPSKI | ENGLISH

Beogradska berza

Pretraga sadržaja:

Pretraga HOV:

Podaci iz trgovanja
Tržišta i hartije
Proizvodi i usluge
Regulativa
Članovi
O Berzi
IPO

0,00%
ENHL 500 0,00%
JMBN 5.105 0,00%
KMBN 2.540 ▼ -0,31%
KMBNPB 870 ▲ 8,75%
NIIS 551 ▲ 0,55%
RSO1491 138,6800 0,00%
VBSE 2.700 ▼ 0,08%

COVID-19
VESTI

Izadi na berzu
IPO GO

Pratite trgovanje u
realnom vremenu!

BELEX.info servis

OBVEZNICA

PREGLED
Obveznica RS

BELEX15
BELEXline
SRX

Vrednost

1
30
90
180
365
3Y

candlestick
line

Dnevni izveštaj

	03.04.2020.	Promet RSD	Promet EUR	Broj trans
REGULISANO		11.444.640	97.393	55
Listings		7.228.855	61.517	23
Prime akcije		1.871.495	15.926	21
Prime obveznice		277.360	2.360	1
Standard akcije		5.080.000	43.230	1
Standard obveznice		0	0	0
Open market		4.215.785	35.876	32
MTP		156.250	1.330	2
UKUPNO		11.600.890	98.722	57

	Rast/Pad	Cena	Δ%	Promet
KMBNPB	▲	870	8,75	870
NIIS	▲	551	0,55	1.866.895
KMBN	▼	2.540	-0,31	5.080.000
VBSE	▼	2.700	-0,22	13.500

Podaci se odnose samo na Regulisano tržište

Listings

Simbol	Cena	Δ%	Promet
Prime Listing			

BELEX15

Vrednost 645,32

Promena 0,29

Δ% ▲ 0,04%

03.04.2020. 12:01:01 [Detaljnije](#)

EUR/RSD 117,5101

USD/RSD 108,3442

Izvor: NBS, 03.04.2020.

Tržišna kapitalizacija - 03.04.2020.

498.766.188.994 RSD

4.244.453.787 EUR

Vesti sa Berze

02.04.2020.

BELEX Monthly Report - March 2020

01.04.2020.

BELEXsentiment za april 2020. godine

30.03.2020.

PRIVREMENA ORGANIZACIJA POSLOVANJA BERZE - 30.03.2020.

Poslednje vesti

03.04.2020.

Izveštaj sa održane Skupštine akcionara - Erste bank a.d., Novi Sad

03.04.2020.

Sazivanje Skupštine akcionara - Inles Komerc a.d., Novi Sad

03.04.2020.	FINT - Izveštaj sa održane Skupštine akcionara - Fintel energija a.d., ...



Modeli prihoda Web-sajta

- ▶ Vrste **MODELA PRIHODA** od Web sajta (e-trgovine):
 - ▶ Drop Shipping
 - ▶ Veleprodaja i skladištenje
 - ▶ Privatno označavanje i proizvodnja
 - ▶ White Labeling
 - ▶ Pretplata

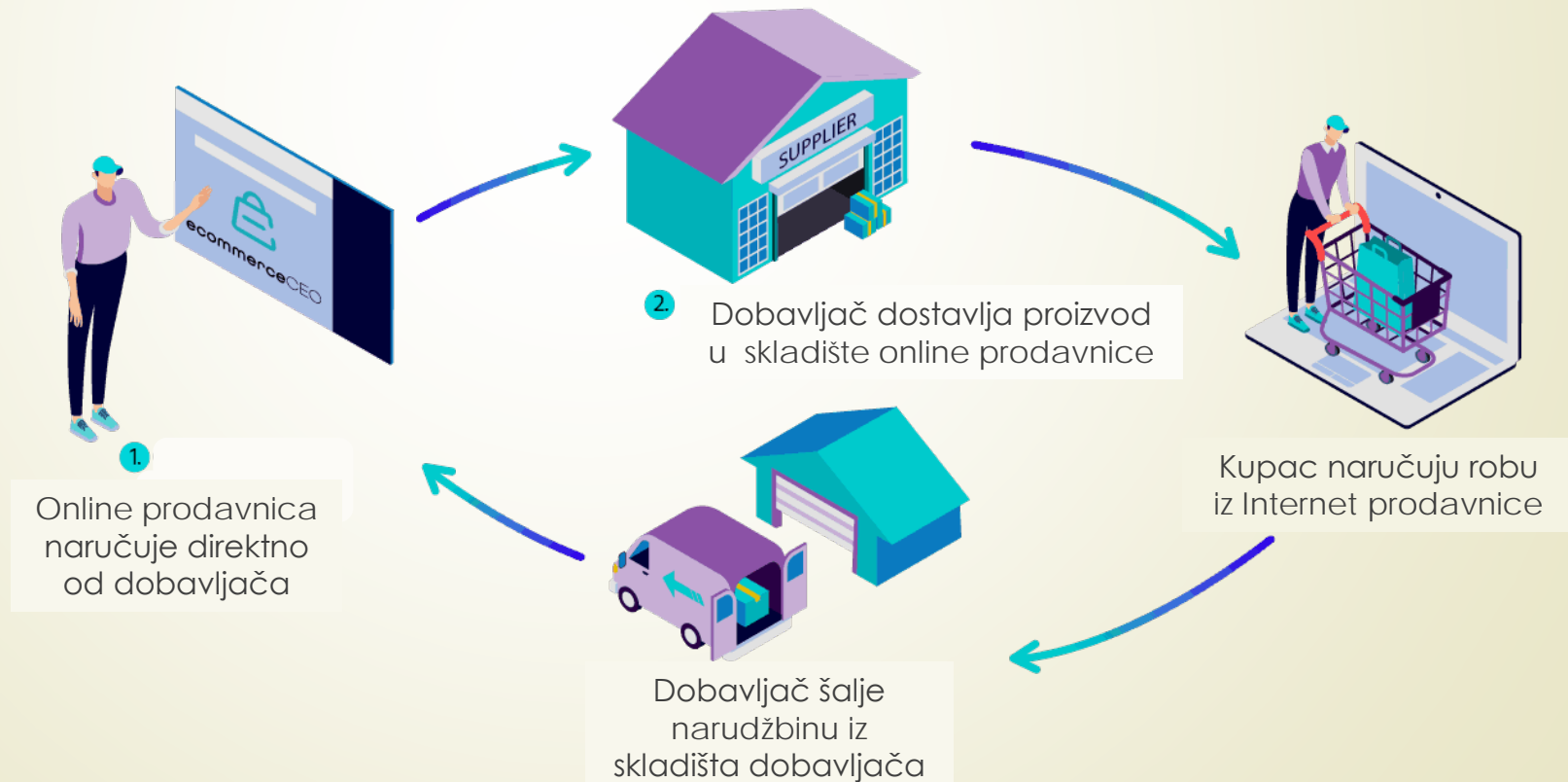
Modeli prihoda od Web-sajta: Drop Shipping

- **DROP SHIPPING** - Najjednostavniji oblik e-trgovine koji omogućava postavljanje **STOREFRONT PRODAVNICE** na kojoj se obavlja naplata kreditnim karticama ili **PayPal**-om (detaljno će biti obrađen u predavanju pod nazivom "Platni sistemi i e-plaćanja").
- Ovaj koncept **NE ZAHTJEVA UPRAVLJANJE ZALIHAMA, SKLADIŠTENJEM ZALIHAMA ili PAKOVANJEM PROIZVODA**.
- Međutim, ako su dobavljači Web sajta nepozdani, kvalitet usluga je **NIŽI** i nastaju problemi sa isporukom.



Modeli prihoda od Web-sajta: Veleprodaja i skladištenje

- **VELEPRODAJA I SKLADIŠTENJE** (engl. *Wholesaling and Warehousing*) zahteva mnogo ulaganja u početku.
- Ovaj koncept zahteva **UPRAVLJANJEM ZALIHAMA, PRAĆENJE NARUDŽBINA i INFORMACIJE O OTPREMANJU.**



Modeli prihoda od Web-sajta:

Privatno označavanje i proizvodnja i white labeling

- ▶ **PRIVATNO OZNAČAVANJE I PROIZVODNJA** (engl. *Private Labeling and Manufacturing*) je model prihoda od elektronske trgovine koji se primenjuje u slučaju kada se proizvodnja odvija kod **UGOVORENOG PROIZVOĐAČA** na osnovu **SPECIFIKACIJA KUPACA** i može se isporučiti direktno kupcu ili trećoj strani (kao što je Amazon).
- ▶ Ovaj vid proizvodnje (proizvodnja na zahtev) omogućava **BRZU PROMENU DOBAVLJAČA** u slučaju neadekvatnog kvaliteta.
- ▶ Troškovi pokretanja proizvodnje su **MINIMALNI** i ovo je dobar način za **TESTIRANJE NOVOG PROIZVODA** ili koncepta.
- ▶ **WHITE LABELING** je koncept sličan prethodnom, stim što se odabira proizvod koji je već uspešno prodala neka druga kompanija, ali se nudi opcije „bele nalepnice“.
- ▶ Omogućava se dizajniranje sopstvenog tržišnog paketa i etikete.
- ▶ Jedan od problema kod ovog koncepta je problem **MINIMALNE KOLIČINE U PROIZVODNJI**.

Modeli prihoda od Web-sajta: Pretplata

- Ove model se oslanjaju na **PRETPLATU** kupaca na proizvode u pravilnim, zakazanim intervalima.
- Kompanije za pretplatu imaju relativno **POUZDANE TOKOVE PRIHODA** i mogu lako podstaći kupce da kupuju **DODATNE PRETPLATE** ili ohrabriti njihove kupce da se pretplate.



Promovisanje proizvoda (1)

- ▶ **PRIDRUŽENI MARKETING** (engl. *Affiliate*) predstavlja promovisanje proizvoda drugog proizvođača na vašoj Web stanici. Web lokacije za e-trgovinu kreiraju partnerske odnose tipa PRIDRUŽENOG PARTNERA.
- ▶ **PLATI PO KLIKU - PPC** (engl. *Pay Per Click*) popularan je poslovni model e-trgovine u kome oglašivači plaćaju za svaki klik koji vodi na stranicu njihovih proizvoda.
- ▶ **PLATI PO PRODAJI - PPS** (engl. *Pay Per Sale*) je sličan koncept PPC-u i omogućava izdavačima ili promoterima da zarade proviziju kad god prodaju proizvod oglašivaču.
- ▶ **PLAĆANJE PO DOVOĐENJU - PPL** (engl. *Pay per Lead*) deluje na isti način kao i PPC i PPS. Jedina razlika je ta što u promotivnom planu PPL-a promoteri dobijaju proviziju. Neki primeri programa generiranja dovođenja su Facebook oglasi, Google Advords i Makbounti.
- ▶ **PLAĆANJE PO AKCIJI - PPA** (engl. *Pay Per Action*) je generički termin u marketingu proizvoda. Poslovni model se primenjuje na sve vrste pridruženih marketinga u kojima se od kupaca očekuje bilo koja akcija. Obično se klikovi, prodaja i potencijalni kupci smatraju validnim rezultatima za PPA programe. Većina partnerskih marketinških programa koristi ove akcije kao **JEDINICU ZA MERENJE PERFORMANSI** za svoje kampanje.

Promovisanje proizvoda (2)

- ▶ **PLATI PO VIĐENJU - PPV** (engl. *Pay Per View*) se koriste u video marketingu. Youtube i Facebook koriste ovu metodu kao mernu jedinicu za plaćanje proizvođačima sadržaja. Posle deset sekundi emitovanja Gugl prikazuje oglas.
- ▶ **PLATI PO MILJI - PPM** (engl. *Pay Per Mile*) je jedinica za merenje koja se koristi za prikaz reklama. Gugl oglasi ga koriste za plaćanje korisnicima na svakih 1000 pregleda. Svakih 1000 pregleda u marketinškoj terminologiji smatra se „miljom“.
- ▶ **PRIRODNO OGLAŠAVANJE** (engl. *Native advertisements*) je novi dodatak e-trgovine u internet marketingu. Realizuje se dodavanjem promotivnih sadržaja u redovne članke. Troškovi nativnog oglašavanja zavise od rangiranja Web lokacija sa sadržajem.
- ▶ **SPONZORISANE PORUKE** (engl. *Sponsored posts*) predstavljaju promotivnu opciju u kojoj jedan brend kupuje članak Web lokacije treće strane. U sponzorisanim postovima, čitaoci se obaveštavaju frazama „Sponzorisano“, „Plaćeno“ ili „Promovisano“.