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According to Karen Frishman a Basic Level Expert Author The online selling field may seem infinite in scope, too, with millions of potential customers worldwide. But, success in selling collectibles on the Web is gained in much the same way as it is in the physical world, by knowing buyers' needs and meeting them. Success can depend to a great degree on whether or not you are offering collectible properties able to meet at least one of these three key commercial elements: Not easily obtainable locally. Wide appeal due to a current surge in popularity or because an item is able to ' cross over' collecting boundaries. Competitive pricing. According to stay mode website Online marketing a Big Help to Small and Medium Entrepreneurs In this modern – day age of life, new and advance technologies was born to make things easier in a fastest way. The existence of computers is one of the most important and useful technologies that we use nowadays. It is an electronic device which can be programmed to accept data (input), process into useful information (output), and store it (secondary device) for safe keeping and later reuse.

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic and optical networking technologies. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail. The internet

has enabled or accelerated new forms of human interactions through instant messaging, internet forums and social networking.

Since the internet has now become a primary tool for delivering of information; businesses of all sizes are using Online Marketing to increase awareness of their company's products and services. In its simplest form, the term Online Marketing refers to using the power of internet advertising to generate a response from audience. Also known as Internet Marketing or Web Marketing, Online Marketing is used by companies selling goods and services directly to consumers as well as those operate business – to – business model. Online Marketing is the marketing of products or services over the internet. Online Marketing ties together creative and technical aspects of the internet, including; design, development, advertising and sales.

According to Andrew Lang There still is this perception with selling online that once you launch your website, magically everyone will know about it, and you will get lots of visitors and sales from day one. It's one of those seductive myths that bring us many enquiries from people asking about our website template. They want to join the party. I then talk about the need for effort, patience and ultimately perseverance to be successful online. I feel like a party pooper. But the reality I speak of is routed in a very optimistic premise: the internet is a meritocracy. You WILL be rewarded for your effort, patience and perseverance.

Moreso, it really doesn't matter who you know, it's WHAT you know that counts. We have chosen to do much of our marketing very simply : by spending nearly all of our time improving our product. Let's imagine for a second selling online was easy. Didn't matter what you sold, how you presented your product/service, there's always a queue of customers. If it's easy for you, it's easy for everyone. Low barrier to entry = tons of businesses each only getting a thin slice of the available market. Luckily free markets don't work that way. Our philosophy to our clients (and to ourselves) is : save your money, be patient, put in some effort to improve your product/services, learn a few things about marketing online (which will stand you in good stead for future online businesses), persevere and build on your success when (not if) it finally happens.

E-commerce, as defined by businessdictionary. com, is " Business conducted through the use of computers, telephones, fax machines, barcode readers, credit cards, automated teller machines (ATM) or other electronic appliances (whether or not using the internet) without the exchange of paper-based documents. It includes activities such as procurement, order entry, transaction processing, payment, authentication and nonrepudiation, inventory control, order fulfillment, and customer support. When a buyer pays with a bank card swiped through a magnetic-stripe-reader, he or she is participating in e-commerce". Ecommerce allows has allowed firms to establish a market presence, or to enhance an existing already larger market position, by taking advantage of allowing an inexpensive cheaper and more efficient distribution chain for their products or services (investopedia. com).

STUDIES

STUDY REGARDING THE OBSTACLES WHICH ENCUMBER THE ONLINE

SELLING INCREASE

According to the study of Universitatea din Oradea Facultatea de Ştiinţe Economice Oradea " online market a necessity for companies that want to be competitive in the current competitive environment" In order to be competitive in the current competitive environment is essential for a company to consider the necessity to enter the online market and into the digital business environment. The option for electronic commerce gives a lot of advantages to a company, such as: The possibility to get new clients. The store is open all the time and oriented to global-market. The geographic border disappeared, the transaction can be „ anywhere and any when". The possibility to get feedback from clients. The information about clients is stored in company's databases, processed, updated and used for making efficient decisions and to quickly adjust company's activity to the changeable business environment conditions. The clients are actively involved in the process of projecting and designing the products. The efficiency of the promotional activity grows because of using the multimedia content and because of the facilities to update information. This allows customizing the content for each clients' category.

The costs are reduced. An online store has a cheaper maintenance. The products storage costs are reduced by using the just-in-time stocks management. The reconsideration of time factor importance. Customer is granted with real time access to the offer, also orders processing time is

reduced by up to 90%. Transaction speed is also enhanced. Despite this, the economic and social impacts of electronic commerce development are different in different EU countries. For instance, the Nordic countries consider the electronic commerce as vital for being competitive. Favourable atitude of the companies is determined by the high level of development of the IT & C and, on other hand, by the advantages granted by e-commerce. These strengths are especialy to be considered when there is a long way between suppliers and their customers, and also during challenging climate conditions The South Europe countries are more reserved and the reasons are mostly social. This refers to the direct relations between the seller and the client, and also to the relations between the clients as community members. In these countries there still is the preference for the classic type of commerce. The social importance of the transaction as a commercial act between supply and demand, client and producer, generates a slowly development of the e-commerce.

According to the study of : buying and selling online in South Nottinghamshire this case study explains why and how Emma, the Programme Area Manager for Community IT, devised and delivered a new course entitled Buying and Selling Online. It describes the wide range of learners on the course, what they each wanted from it, and how their different needs were catered for. It illustrates how tutors need to be flexible when delivering such a course as new learning needs continually arise. It is an example of how a new course for adult learners can be a springboard to other ICT courses. The case study puts into practice the theme of Getting it

right for the learner and is based on learners' needs and purposes. It addresses how to establish individual and group learning goals. Successful delivery of such a course will improve teaching and learning and ensure that learners make good progress and achieve what they set out to achieve.