

Stubhub – college essay



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StubHub is a visible online company that operates as a ticket reseller.

StubHub aims to provide a wide selection of buy and sell tickets for almost any program or event. The company is an online marketplace for tickets ranging from sports, to concerts, theatre, television show tapings, and just about any event where clients sell tickets at their desired price for other clients' purchase. StubHub claims to be a safe online ticket marketplace for both buyers and sellers because tickets sold are legitimate and the site only hosts ticket selling.

The ticket reseller industry has been criticized for some time because of some issues regarding the process of selling tickets. Problems encountered during the process of selling, such as illegitimacy of the tickets bought from unlicensed ticket providers or dishonest clients, and the buyer's inability to receive refunds from the sale. Moreover, ticket scalpers are not able to protect the rights of the buyers for a fair exchange when it comes to prices, as ticket sellers and scalpers are able to include added price more than the face value of the tickets.

Ticker scalpers are not allowed to sell tickets within a limited area near the venue of the event. Since the ticket reseller industry is failing to conduct legitimate business deals and is facing disapprovals from licensed ticket sellers, buyers, and other stakeholders, StubHub has decided to reinvent the concept of the industry. Eric Baker and Jeff Fluhr founded StubHub, inspired by their experiences in obtaining tickets to sports events.

The establishment of StubHub assisted in providing a legitimate ticket reseller business. StubHub hosts a marketplace where buyers and sellers of

tickets to various programs and events are able to converge in order to earn profit from their involvement. StubHub addressed all the issues regarding the previous format of the ticket reseller industry. Hosting online, it does not violate the law regarding boundaries, wherein ticket resellers are asked not to sell tickets within the area of the venue of the program or event.

Moreover, online ticket reselling is more convenient for “fans” that are unwilling to wait long lines to purchase tickets, or to find out tickets have been sold out. StubHub is a legitimate marketplace for ticket reselling because it is able to regulate ticket sellers, such that sellers are legitimate or licensed. StubHub ensures safety and convenience for their customers. StubHub also established partnership with sports organizations and other media companies such as NFL, NBA, CBS, etc. The online ticket reseller also guarantees refunds for considerable reasons, such as event cancellations, etc.