

Value or valueless

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Marktplaats - previous history



Aangeboden: 4-kamerappartement
Aangeboden: Nog af te bouwen
Aangeboden: Chalet Bad Gastein

in 1999 trends highlighted by Het Goed

- people often want something back for their used goods
- the Internet will cause a shift in the market for (used) goods
- the Internet will pressurise/further develop the market for column advertisements in newspapers
- the number of people who obtain access to the Internet will increase by 30% annually

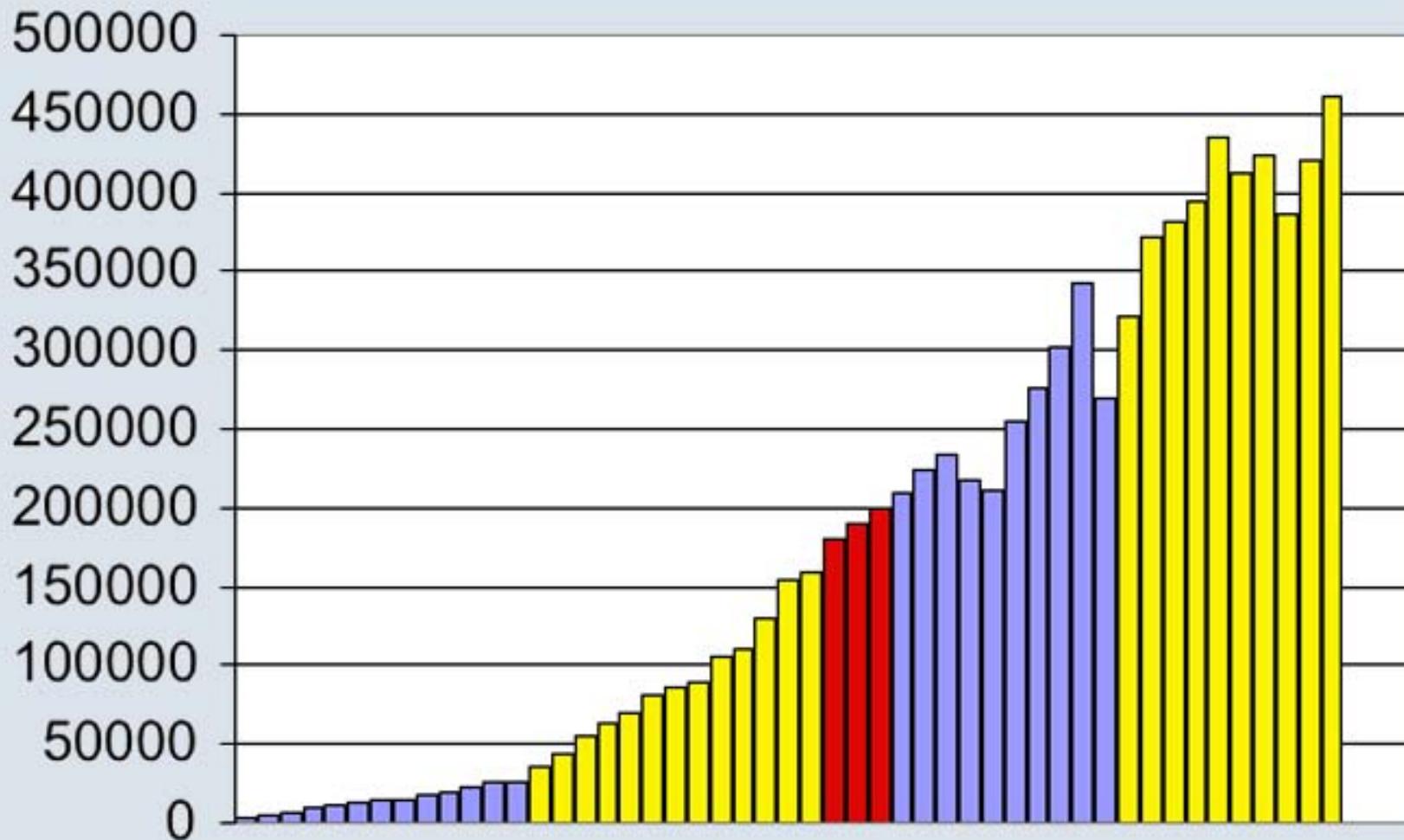
Inclusion

- the search and buying behaviour of the consumer will change
- allocating goods to Het GOED will change
- there is a world to gain in the market of column advertisements
- through realising synergy between demand and supply on the Internet and Het GOED it is probably possible to limit loss for Het GOED or convert the loss into new possibilities

al conclusion

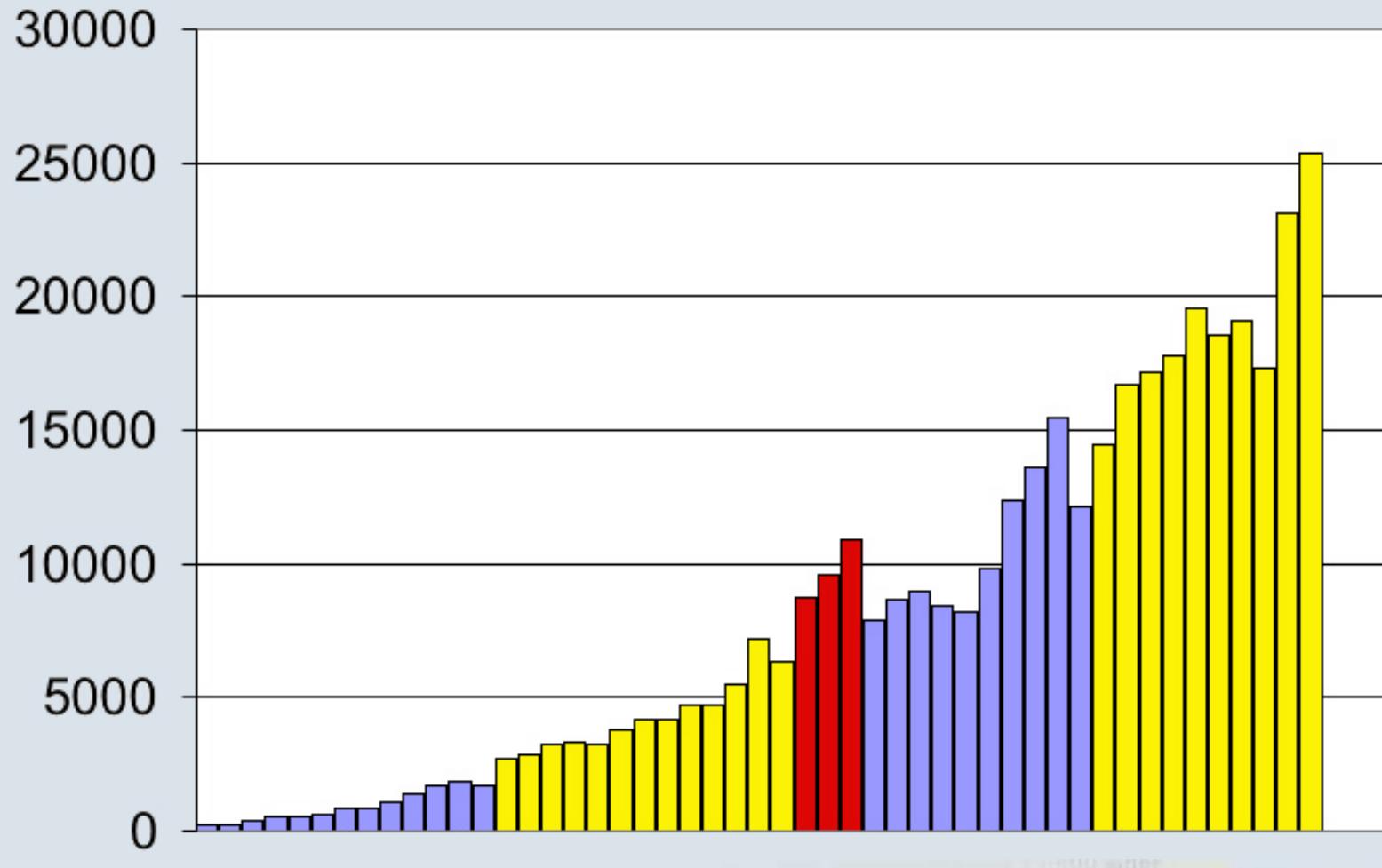
it GOED must create its own Internet competitor
and be prepared to commit suicide

Visitors per day



Woningen/huizen/appartementen
Aangeboden: 4-kamerappartement
Aangeboden: Nog af te bouwen
Aangeboden: Chalot Bad Gastein

Average number of advertisements per day



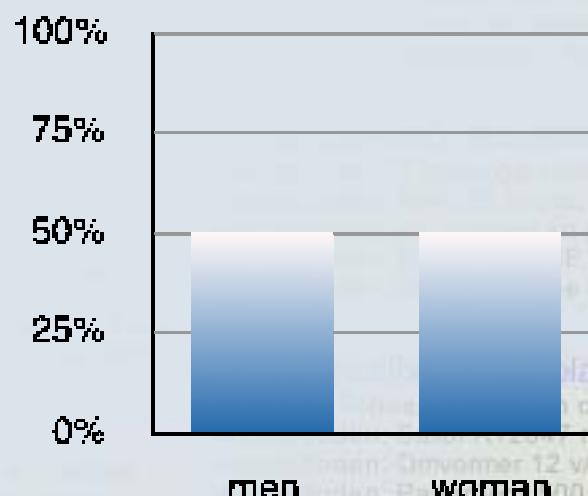
Woningen/huizen/appartementen
Aangeboden: 4-kamerappartement
Aangeboden: Nog af te bouwen
Aangeboden: Chalet/Rad/Cottage

Visitors per day - forecast and realisation

Visitors per day	1999	2000	2001	2002	2003
Our forecast	2,000	4,000	8,000	16,000	32,000
Realisation	2,000	25,000	130,000	300,000	470,000

August 2003 visitors according to Multiscope

AGE	NUMBER X1000
12 to 20	220
21 to 32	850
33 to 44	1000
45 and older	970
TOTAL	3040



Business model (I)

- ’ free advertisements
- ’ only for private individuals
- ’ revenues from banner sales

ditions

- ’ no marketing budget
- ’ no sales team

Business model (II)

- free to private individuals
- businesses pay for advertisements
- banner sales

Business model (III)

- everyone pays for advertisements in which a product or service with a value greater than € 200 is offered or requested
- banner sales

Competitors?

- daily newspapers
- advertising magazines
- free providers on Internet

Distinctive power

- added value
- durability
- on-line versus off-line
- buying environment

requirements from (Internet) buying environment

- functionality
- ease of navigation
- search speed
- language
- (on-line) service
- design
- fun

Payment performance

- trust in the brand
- the product must be competitive
- simple procedure
- people must not begrudge it to you

Payment methods

- standardisation
- simplicity
- everything on-line
- reasonable costs associated with the method

FUTURE