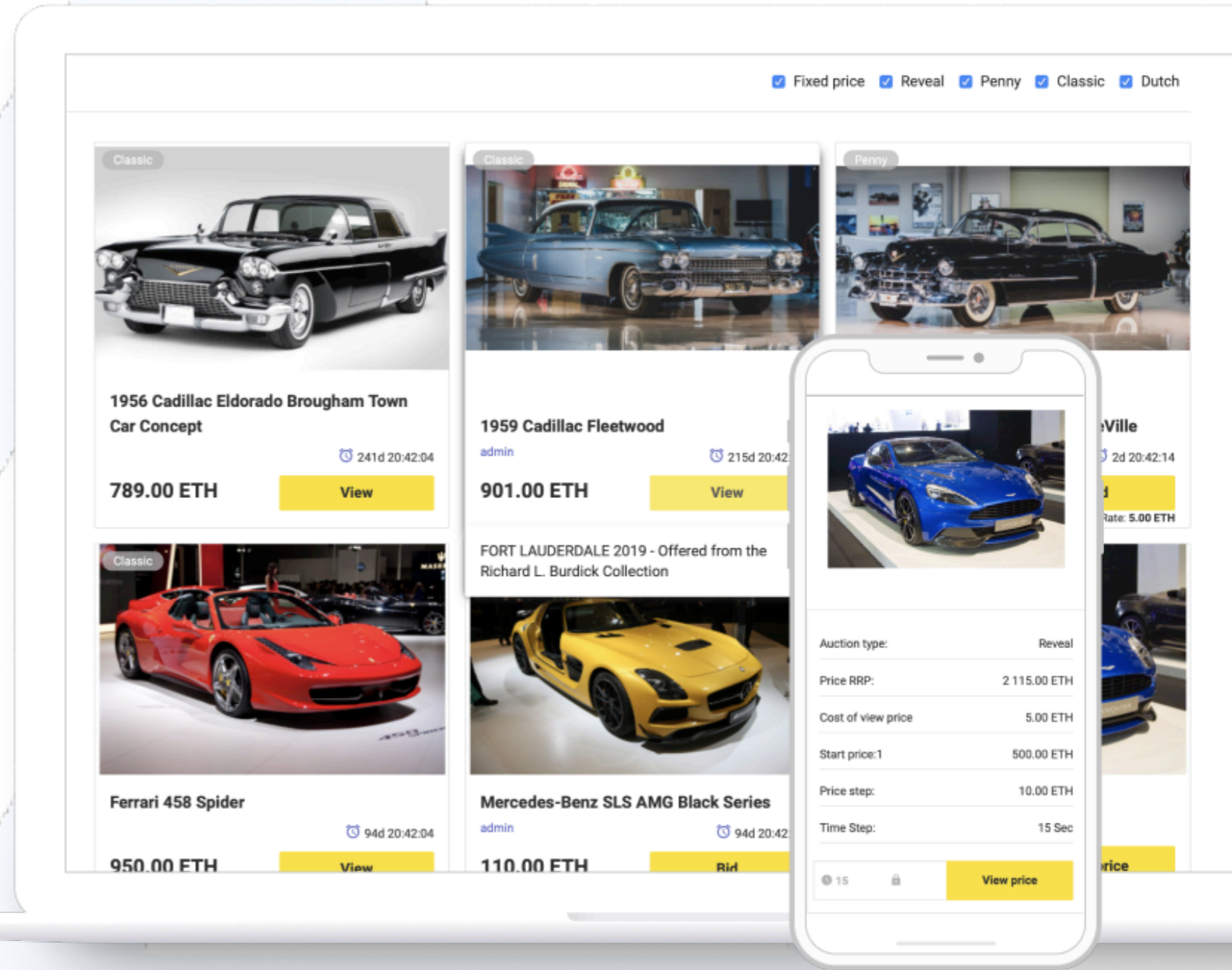




# Auction & Marketplace platform





## **Our auction platform resolves issues with:**

- Attracting new clients
- Trade transparency
- Cost reduction
- Lengthy negotiation periods
- Sales revenue growth
- Business scalability
- Purchase time

# Auctions types

## Classic (English auction)

This type of auction is performed by setting the minimum price as a starting point for further bidding. The price is increased with each subsequent bid, using a fixed step. Bids are known by all of the participants. The final price is the last maximum price offered by one of the buyers at the end of the auction. This buyer becomes the winner.

Example: [eBay](#)

## Penny auction

The product is set at the lowest price, and trading is always increasing. The price at each rate increases by a minimum value. A participant needs to pay to make a bid. One bid is worth more than the price increase. Despite the fact that the timer approaches zero, each bid increases the time until the end of the auction. The most active bidding always starts at the very end of the auction, when only a few seconds remain.

Example: [Snipster](#) [Baazr](#)

## Reverse and Dutch auctions

Downward price auction type, where the time is very limited and the seller gradually reduces the price, thereby seeking to receive the deal.

Example: [Copart](#)

## Reveal (hidden price auction)

A downward auction with paid bids, where the current price of the product is hidden from all the participants. Each participant in this auction can independently look at the current price for a small fee rate. At the same time, the price of goods decreases with each such viewing by a certain amount up to the one to which the first buyer agrees. The buyer who views and agrees to buy becomes the winner of the auction and the owner of the lot.

Example: [ADESA](#)

# Tendering

## Procurement/tender system

In order to realize better cost savings and increase efficiency, replacing the manual paper-based tender procedures with an electronic system has become an essential element in the re-engineering process. With a highly automated e-Tendering system which includes tender specification, advertising, tender aggregation and evaluation, contracts can be prepared and placed with ease.

## Business advantages:

- Reduced tender cycle time
- Fast and accurate pre-qualification and evaluation process for disqualifying suppliers who fail to meet the tender specification
- Faster responses to questions and points of clarification during the tender period
- Reduction in the labour-intensive tasks of receipt, recording and the distribution of tender submissions
- Paper trail reduction in tendering exercises, reducing costs to both councils and suppliers
- Improved audit tracking, increasing the integrity and transparency of the tendering process
- Improved quality of tender specification and supplier response
- Provision of quality management information

Need something special?

## **Your customized auction platform**

Merkeleon's auction platform is fully customizable; therefore it's easy to create exactly what you require



# **How to benefit**

## Merkeleon's auction platform benefits include monetization via:

- Registration fee: Users pay for registration on the platform.
- Paid bids fee: Users pay for every bid they make (Penny auction type)
- Participation fee: Users pay a fee to participate in a certain auction.
- Payment transactions fee\*: Every user transaction on the platform will be charged.
- Subscription fee: Merchants pay a monthly fee to subscribe.
- Seller fee\*: Merchants pay a fee for every sold lot.
- Paid promotions: Merchants pay for the launch of promo campaigns. (available on the platform operator's dashboard)

\* available on the Marketplace only

## Profit model example for Penny auction type

Lot marketprice: 50 euro

Start price: 0,1 euro

Bid cost: 50 cents

Price increase after every bid: 1 cent

Number of bids made in auction: 200

Users made 200 bids during the auction. Amount collected:  $200 \text{ bids} \times 0,5 \text{ euro per bid} = 100 \text{ euro}$ . Win price calculation:  $200 \text{ bids} \times 1 \text{ cent price increase} = 2 \text{ euro}$ . The winner gets the lot for 2 euro.

Final profit from the auction: 100 euro collected from bids +2 euro paid by the winner - 50 euro lot cost = 53 euro.

**Total profit: 53 euro or 106%.**

Contact us to get your auction type calculation  
[order@merkeleon.com](mailto:order@merkeleon.com)



Merkeleon has more than 10 years of experience in auction platform development!

With the help of our team of experienced developers and project managers, you will get the best solution!

We help auction owners achieve their objectives in following domains:

- Motor vehicle and car auctions
- Real estate auctions
- Insurance policies auctions
- Antiques, Art and collectibles auctions
- Internet auctions (like eBay)
- Charity auctions
- Financial instruments
- Digital assets/Crypto assets
- Logistics
- Agriculture
- Leasing
- Cybersport
- Tourism





## Localization

Flexible platform localisation accordingly to:

- business location
- local language(s)
- currencies

## Scalability

Merkeleon's auction solutions are fully scalable and upgradeable from a "Single Seller" to a "Marketplace" platform.

## Crypto-friendly

Merkeleon's auction platform has crypto processing integration and digital assets bidding. Users are able to deposit and bid in crypto. All main cryptocurrencies supported (BTC, BCH, LTC, ETH, ETC, XMR, XRP, ZEC, NEO, ADA, DOGE, DASH, USDT and ERC-20 tokens) To get more info, follow the link: <https://cryptoprocessing.com/>



# Packages

## Merkeleon provides optimised packages for every business size

Merkeleon helps cut setup costs by applying the right package to your business.

There is no need to pay for options you don't use.

### Start

This solution includes basic platform options and designs, one online payment method and one bank transfer payment method.

### Advanced

Expanded platform functionality and different payment methods. A marketplace option is also available.

### Enterprise

Fully customized solutions according to specific business needs.





# Core platform functionality



# **Platform description**

## **Feedback**

Authorized users can directly connect to the site Administrator if they need detailed information on the product.

## **Multilingual opportunity**

The platform translation module allows the Administrator access to numerous languages. Users can also change the translations of all elements displayed on the website.

## **Additional webpages (text, link, contacts) and CMS module**

The Administrator can add the required number of pages to the website; for example, website usage conditions pages, contact pages, etc. This module also allows the administrator to choose the page display location.

## **Product management**

Our simple product management system allows the administrator to easily create products with brief or detailed descriptions and also add attractive product images for publishing on the website.

## **Help (FAQ)**

With this module, the administrator can create a help section for users on the site. This solution is ideal for creating pages with questions, answers and guidelines to follow when using the platform.

## **Category management**

An unlimited number of product categories and subcategories can be created. For example, Cars/Volkswagen/Beetle.

## **ERP/CRM integration**

Connecting your ERP/CRM system via API.

# Platform description

## Quick and comfortable search options

- Each product can be assigned to multiple categories in order to more easily locate products. For example, “Beetle” can be assigned to categories such as “Cars”, “Volkswagen”, “Beetle”, “Cars” and/or “Oldtimer”.

## Grouping

- Users can perform filtered searches of all products (Dutch auctions, fixed price, etc) by status (actual, future, finished)
- Users can also choose the most convenient mode to display products on the page either as a list or as a table

## Sold products archive

- All finished auctions and sold products are saved by the system in a special archive. The Administrator can access statistics and reports on each item at any time.

## Add to favorites

- Authorized users can add products from the catalog or auctions to “Favorites” in order to retrieve them at a later time.
- Products or auctions added to Favorites are available in a special tab within the user account.

## Products processing

- Administrators receive notifications of finished auctions or sold products once the payment status updates. Once the payment is received, the administrator can prepare the product for delivery. All steps are logged in the system and can be sent to the Administrator in the form of email notifications.



# Platform description

## Affiliate program

The affiliate system module allows registered users to invite friends to the auction and earn gift bids for each friend registered or each auction bid purchased.

## SEO Friendly

Utilization of the most important meta tags is enabled for independent pages and images. Meta tags for product and auction pages are generated automatically.

## Financial archive

All transaction history in the account is presented in an easy and understandable format for both users and administrators.

## Multicurrency

A single currency is set by default on the platform, but an unlimited number of currencies can be added.

All financial settlements on the website are executed in the standard currency.

The exchange rate for each currency can be set manually by the Administrator via the “Admin Panel”, or automatically synchronized with daily exchange rates from external sources.

## Goods classification

This function allows the Administrator to add product descriptions and dimensions with filtered search options also available.



# Platform description

## Interface

- The platform has a clear, intuitive and user-friendly design. The interface is based on touch-screen technology and is designed to work with tablet devices.
- The website design can be changed quickly according to the user's requirements.

## Auctions/products view

- Several product and auction display modes are available to the user including "table view" or "list view".
- The user's favorite view mode can be set and applied across other pages. The system automatically remembers the user's choice and displays products as such.

## User account

- After registration, each user is given access to their personal account. There, users can set time zones, passwords, subscriptions to newsletters, etc.
- Users get access to clearly presented information on the purchased goods, auctions won and favorite products. Additionally, users can refer friends to the site and receive referral bonuses. The administrator can specify which fields referrals are required to fill in.

## Advertising

- All website advertising locations can be managed from the Admin panel. Promotional content (static, animated banners, flash-banners, etc) can be uploaded and made separately available for each language version.

# Platform description

## News blog

Admin can posts articles on the website (sales, Black Friday events, etc.).

## Coupon module

The coupon module can generate a specified number of coupons with a one-time activation code. The price of each coupon in gifts bids is determined by the Administrator.

## Dispute system\*

This option allows a platform operator to act as an escrow agent and provide additional deal security.

*\*Available on the Marketplace platform.*

## Smart newsletters system

This module delivers newsletters to users in the following cases:

- The user subscribed to the newsletters on certain category products (new auctions newsletter)
- The user subscribed to the general newsletter
- The user was outbid by another player
- The user won the auction.
- The user's personal account was blocked by administrator

## Responsive design

Our platform has a mobile layout which supports resolutions for any mobile device.

# **Business model**

Merkeleon provides SAAS solutions under the following conditions:

Setup fee - one time payment

Full technical support fee - paid monthly

**Launch time within 2 weeks!**

## Full technical support includes:

- AWS hosting
- Guaranteed uptime
- Troubleshooting
- Full server infrastructure
- Minimum response time guaranteed by contract
- Thorough and regular security audits
- Free monthly functionality updates
- Personal Project Manager
- Manuals and guidance for Operators

# About Us

Proven provider of B2B turn-key solutions Auctions & Marketplaces

10+ years in E-commerce Software development

Turnkey software development

Personal approach to every client

Responsible and reliable technical partner

In partnership with

**kaspersky**

## 10+ years of expertise & reputation

Our extensive and unique expertise in trading software will help you optimise your operational risks and expenses in order to effectively manage your business

## High-level security

We focus heavily on providing security and holding regular audits for world leaders on protection systems development.

## Premium support

All-around tech support from our team lets you concentrate on your business development and promotion without wasting time on tech issues.



Thank you

## Contacts

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