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Etsy: A Marketplace and a Community

Introduction

Etsy as of 2005 is an online peer to peer marketplace located in Brooklyn New York that specializes in handmade, vintage and crafting supplies. Unlike many other e-commerce companies that function primarily as marketplaces, Etsy is a lot more about community.

Marketplace Model

Etsy 's major purpose is to be a platform where independent sellers can opened virtual shops and sell their products all over the world. Sellers and buyers get an easy time navigating through the site, and the site features several handmade products, vintage products, and crafting materials.

Community Building

The one thing that makes Etsy stand out even more is that it's centred around the idea of creating a community. The platform is used not only for matching buyers and sellers but also provides features that contribute to communication. Etsy has formal and informal communities of discussion in the form of forum, teams, and various seller tools and resources facilitate user participation.

Conclusion

One has to wonder how Etsy manages to do this and balance their marketplace and community feature. As the company progresses it will need to retain the tight-knit community feel to the business despite going through the paces of what it takes in growing to be another prominent member of the e-commerce industry.

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