

Kagele's Kache

eBay Business

Ritzville, Washington

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Colleen Kagele was living happily in Spokane, Washington when she met her future husband Dennis in 1998. Dennis however, lived in Ritzville, a small town 60 miles to the west. After making the move to Ritzville, Colleen discovered that a more rural lifestyle wasn't the only adventure she would share with her new husband. Dennis had been an avid eBay buyer since shortly after the company opened for business, and they soon found themselves sharing a passion for the Internet auction website. At first, they purchased treasures for themselves, but eventually realized that selling on eBay provided a unique business opportunity.

eBay was founded in 1995 and the company describes itself as The World's Online Marketplace™. Every day there are millions of items for sale. eBay enables trade on a local, national, and international basis with customized sites in markets around the world. At the end of 2004, eBay confirmed more than 135 million registered users. Individuals can register as a seller, a small company can sell products and services or eBay also offers a sales channel for some of the world's largest and most respected companies. Colleen and Dennis began slowly, listing a few items at a time, so they could learn the business. Colleen took the eBay tutorial in selling and she and Dennis named their company Kagele's Kache.

Initially, Colleen went to yard sales to secure inventory but found them fairly limited and didn't enjoy getting up at 3:00 AM to drive to Spokane for the best deals. Soon auctions became her preferred way to purchase products. Since Colleen and Dennis are both knowledgeable collectors, they make fast, accurate judgments about what to buy. They have learned to divide the duties of listing and selling on eBay. Colleen does the work of listing the items on the website, Dennis is her "shipping guru," and they share the responsibility of taking photos. Colleen believes photos are the most important part of an eBay auction. She says anyone serious about selling on eBay needs to have a very good digital camera and take high quality pictures.

Another important tool for eBay trading is telecommunications. When Colleen began, her Internet connection was basic dial-up. She quickly discovered that while it was fine for personal use, it would not support her business needs. She upgraded to DSL, which was a big improvement in reliability. When her local cable TV provider offered Internet access she switched to that and Colleen couldn't be happier. The price is more affordable and Colleen is impressed with their service.

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- Colleen Kagele
Owner, Kagele's Kache

eBay trading is great for anyone who enjoys using the Internet, needs a flexible schedule and source of extra income. It also works well for those with a mobile lifestyle, such as retirees, because with a laptop and any Internet connection, the business can be up and running. Making money running online auctions does require persistence and determination; that's especially true for those who do it full-time.

Colleen feels strongly about information-based business opportunities in rural areas. "Often when you think about Internet businesses you think of a big city, but there's no excuse for not having these companies in a rural area because the technology is available," she says. "Also, a rural area has less crime, less traffic, and is a lot quieter, but the opportunity to be in business is the same." Kagele's Kache is proof you can find personal happiness and business success in a small town. According to Colleen, "If I can do it, anybody can do it. It's just fabulous. It's a great life."