

SW2 – Sample E-commerce Site

CONTENT

1. Name – eBay.com



- 2.

eBay.com is a multinational e-commerce corporation, facilitating online consumer-to-consumer and business-to-consumer sales. Millions of collectibles, decor, appliances, computers, furnishings, equipment, domain names, vehicles and other miscellaneous items are listed, bought, or sold daily on eBay.

- 3.



Strengths

- *First mover advantage*
- *Sophisticated infrastructure and the global scale of operations*
- *Brand value*
- *Organizational culture of experimentation and entrepreneurship*
- *Operate in about 30 countries*

Weaknesses

- *Dependence on product and services controlled by competitors*
- *Complexity of business model*
- *Lack of clear business strategy and competitive advantage*
- *Absence of own distribution network*

Opportunities

- *Making a disruptive innovation in online retail industry*
- *Engaging in business diversification*
- *Formation of strategic alliances*
- *Engaging in acquisitions*

Threats

- *Inability to compete with Amazon as online retailer*
- *Breach of security*
- *Crash of the website*
- *Patent infringement and other lawsuits against the company*

4.

References:

eBay. (n.d.). Retrieved November 20, 2017, from Wikipedia: <https://en.wikipedia.org/wiki/EBay>

Dudovskiy, J. (2016, September 16). *eBay SWOT Analysis*. Retrieved November 20, 2017, from Research Methodology: <https://research-methodology.net/ebay-swot-analysis/>