# SW2 – Sample E-commerce Site

#### CONTENT

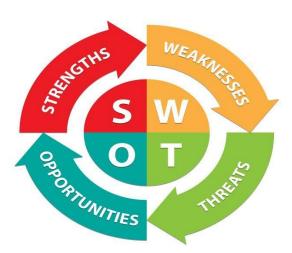
1. Name – eBay.com



### 2.

eBay.com is a multinational e-commerce corporation, facilitating online consumerto-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 infrastracture and the global scale of operations
- Brand value
- Organizational culture of experimentationn and enterpreneurship
- 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/