

## SW2-Sample E-commerce Site

### EBAY



eBay is the world's online marketplace; a place for buyers and sellers to come together and trade almost anything!

C2C model is represented by eBay.

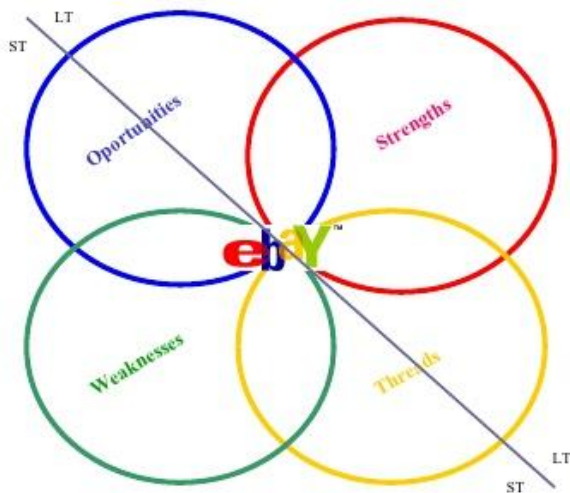
**eBay Inc.** (*/ˈiː.beɪ/ EE-bay*, stylized as **ebay**) is a multinational e-commerce corporation, facilitating online consumer-to-consumer and business-to-consumer sales. It is headquartered in San Jose, California. eBay was founded by Pierre Omidyar in 1995, and became a notable success story of the dot-com bubble. Today eBay is a multibillion-dollar business with operations in about 30 countries.<sup>[5]</sup>

The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. In addition to its auction-style sales, the website has since expanded to include "Buy It Now" shopping; shopping by UPC, ISBN, or other kind of SKU number (via Half.com); online classified advertisements (via Kijiji or eBay Classifieds); online event ticket trading (via StubHub); and other services. It previously offered online money transfers (via PayPal,<sup>[6]</sup> which was a wholly owned subsidiary of eBay from 2002 until 2015). The website is free to use for buyers, but sellers are charged fees for listing items after a limited number of free listings, and again when those items are sold.<sup>[7]</sup>

# SWOT ANALYSIS OF EBAY



## SWOT Analysis



### Opportunities

- Mobile Commerce (LT)
- Internet Usage (ST)
- Development in International market.

### Threats

- New Regulations (ST)
- Fraudulent Activities (LT)

### Strengths

- Brand Recognition
- Community Affinity

### Weaknesses

- System failures
- low control over product quality.


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## eCOMMERCE - the eBAY C2C model

Published on January 12, 2016

 **Dragos Dimancea** Follow  
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For a business to survive it is necessary that potential customers know about its existence. World Wide Web offers a unique opportunity, that of allowing the world to know about the existence of the company's products and services it offers and has the means to allow customers to order products and services that the company offers all this by using the Internet.

*Introduction*

The e-business concept was born long before the advent of the Internet. Since the '70s, computer-assisted business has become popular for financial networks. Various institutions (banks) were connected via private networks in order to carry out various

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 Omnivision CMOS Dome Color Camera	 Sharp 1/3" CCD Dome Color Camera	 Sony 1/3" CCD Infrared Dome Camera	 Sony 1/3" CCD Infrared Dome Camera	 JMK Box Type Color Security Camera
 Indoor/Outdoor Infrared Color Camera	 Weatherproof CCD Infrared Color Camera	 Weatherproof CCD Infrared Color Camera	 Weatherproof Infrared Color Camera	 1/3" Super HAD CCD Infrared Color Camera
 4 and 8 Channel Processor Bundles	 4 and 8 Channel Observation Monitors	 Complete CCTV Security Systems	 Complete Stand-Alone DVR Security Systems	 PTZ Dome Camera Equipment
 PAB Security DVR Cards	 4 Channel Embedded Digital Video Recorders	 4 Channel Embedded Digital Video Recorders	 8 and 16 Channel Digital Video Recorders	 High Quality Siamese Video Extension Cable

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*EBAY SWOT ANALYSIS*. (2008, December 10). Retrieved November 11, 2017, from <https://www.slideshare.net/ftuboy>: <https://www.slideshare.net/ftuboy/ebay-swot-analysis-presentation>

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*eBay*. (n.d.). Retrieved November 21, 2017, from <https://en.wikipedia.org/wiki/eBay>

*What is eBay?* (n.d.). Retrieved November 11, 2017, from <http://pages.ebay.ph/help/account/questions/about-ebay.html>: <http://pages.ebay.ph/help/account/questions/about-ebay.html>