

SW2 – SAMPLE E-COMMERCE SITE

1. Name/Logo

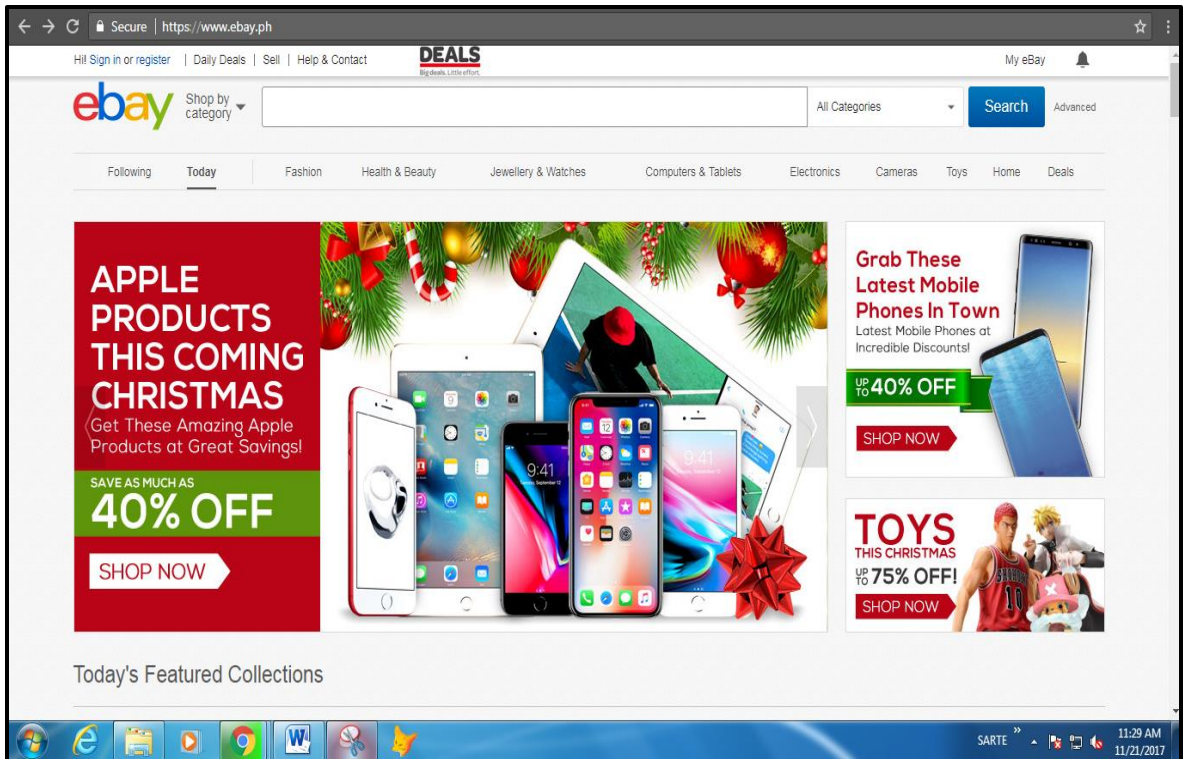


2. Description (including products and services + e-commerce category)

2. eBay

Founded in 1995, eBay is one of the most familiar and long-standing online marketplaces. While almost any item can be listed on eBay's pages, [sellers offering rare or branded items](#)—including vintage goods and collectibles—tend to do best with the service. The fee for selling on eBay is [10% of the total sale value](#), up to a maximum charge of \$750. If you plan to list more than 50 items per month, you should note that insertion fees of \$0.30 per item may apply.

Additionally, selling on eBay is ideal for merchants with a [large number of international customers](#). With the Global Shipping Program, sellers can send their goods to the eBay warehouse in Kentucky. Upon sale, the company will then fill out the necessary customs forms and send the goods on to their destinations.



3. SWOT ANALYSIS

<p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> 1. World's largest internet marketplace 2. Business model (no strong direct competition) 3. Economies of scale 4. Localization 5. Payment system 6. Brand reputation 	<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> 1. High fees 2. No further growth strategy
<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. Growing number of mobile shoppers 2. Become a retailer 3. Increase services and product portfolio through acquisition 4. Open more online stores in other countries 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Online security 2. Regional low cost online retailers 3. Increasing competition from Amazon 4. Exchange rates

Works Cited

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https://www.google.com.ph/imgres?imgurl=http%3A%2F%2Fpngimg.com%2Fuploads%2Febay%2Febay_PNG9.png&imgrefurl=http%3A%2F%2Fpngimg.com%2Fdownload%2F20610&docid=s_s9WyD7gB8vRM&tbnid=rkhqItD3HulLFM%3A&vet=10ahUKEwiagYTv287XAhXCJZQKHTt_ArEQMwhrKAQwBA..i&w=5328&h

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