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EBAY SWOT & PESTLE ANALYSIS

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Company Name : eBay

Company Sector : E-Commerce, Online Marketplace

Operating Geography : United States, North America, Global

About the Company :

Ebay Inc., a global commerce leader, was formed in 1995 and was incorporated in California in 1996. Later in 1998 the company was reincorporated in Delaware and completed its initial public offering of its common stock. Through its platform the company connects millions of buyers and sellers in over 190 markets across the globe. The eBay website is a place where online auctions are held and people buy and sell a wide range of goods and services. The company strengthens its position in the market by offering services such as “eBay Money Back Guarantee”, “Best Price Guarantee”, “Authenticity Guarantee”, and “Certified Refurbished”. By the end of 2020, eBay employed around 12,700 people globally. As of October 2021, the company has approximately 1.5 billion live listings, 154 million active buyers, and 19 million sellers worldwide. It ranks #276 in Fortune 500 ranking in 2021. In 2021, eBay collaborated with bidadoo, a leading online remarketing and auction company of equipment, trucks and capital assets. The unique capability of eBay and the experience of bidadoo will enable the companies to combine their platform and expand their global reach.

EBay is best known for its auctions and consumer to consumer sales. EBay’s purpose is to, “To empower people and create economic opportunity for all.”

Revenue :

US \$10,271 million – FY ending Dec 31st 2020

US \$8,636 million – FY ending Dec 31st 2019

SWOT Analysis :

The SWOT Analysis for eBay is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong brand positioning and value 2.Leading in innovation and technology 3.Strong e-commerce platform supported with robust infrastructure 	<ul style="list-style-type: none"> 1.Perceived largely as an "auction site" 2.Presence of large number of sellers with counterfeit products 3.A2C2 prohibiting the sale of airbags
Opportunities	Threats
<ul style="list-style-type: none"> 1.Popularity of e-commerce trading 2.Expanding in emerging markets like China and India 3.Inorganic growth through acquisitions and diversification 	<ul style="list-style-type: none"> 1.Global competitors like Amazon, Alibaba 2.Easily replicable business model 3.Drop in GMV and active users as shoppers return to in-store buying

PESTLE Analysis :

The PESTLE Analysis for eBay is given below:

Political	Economical
1.Bureaucracy and red tapism in some emerging markets may hinder growth 2.Increase in trade protectionism measures	1.Exposed to fluctuations in foreign currency exchange rates 2.Increased international shipping cost
Social	Technological
1.Online marketplaces increasingly becoming focused and localized 2.Launch of campaigns to encourage and empower sellers in emerging countries such as India 3.Encouraging women to lead start-ups in e-commerce	1.Artificial intelligence and other emerging technologies to improve trust in e-commerce 2.Mobile shoppers surpassing those using desktop
Legal	Environmental
1.Increasing e-commerce regulations may lead to litigations 2.Data privacy and regulations such as GDPR	1.Increasing trend of business sustainability 2.Focus on increase in reusability in line with eBay's Circular commerce model

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