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MARKTPLAATS SWOT & PESTLE ANALYSIS

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Company Name : MarktPlaats

Company Sector : E-Commerce

Operating Geography : Netherlands, Europe

About the Company : MarktPlaats.nl is an online classified advertising site with headquarters located in Amsterdam, Netherlands. The company was founded by Rene van Mullem in 1999. The name of the company simply means ‘marketplace’ in Dutch. The classified ads were initially offered free of cost to consumers. However, the increasing popularity of the platform encouraged the company to transform itself into a full blown advertising platform. What started off as a virtual trade site for consumers among themselves has grown to be the Netherlands’ most successful e-commerce platform and one of its most popular brands. The website offers all kinds of products ranging from clothing and collectibles to cars and household goods. New as well as second hand products are offered on the website. The website’s popularity is denoted by the fact that it has around 6.5 million unique visitors per month and that it adds as many as 350,000 new advertisements each day.

On the BrandAsset Valuator 2014, the world’s largest brand survey, Marktplaats stood as number 20 in the list of strongest Dutch brands. The company was acquired by eBay in 2004. Alexa Internet ranked Marktplaats.nl eleventh in terms of visitors in the Netherlands in 2015. The company has over 100 employees as per 2020 records.

The mission statement of Marktplaats is in line with the eBay mission statement and reads, “(to let) consumers buy anything, anywhere, and helps all kinds of sellers compete in today's online commerce.”

Revenue :

SWOT Analysis :

The SWOT Analysis for MarktPlaats is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading online commerce platform for goods and services in the Netherlands 2. Highly accessible advertisement site with heavy traffic 3. Strong focus on user experience 4. Integrated shipping tool - negotiation, payment and shipping in one place 5. Security for payment and shipping 	<ul style="list-style-type: none"> 1. Moving towards an increasingly commercial course
Opportunities	Threats
<ul style="list-style-type: none"> 1. Extending product lifetimes by second-hand trading 2. Persistent heat across the Netherlands increasing demand for cooling products 	<ul style="list-style-type: none"> 1. Strong competition in the e-commerce industry 2. Increasing preference of advertisers for other forms of internet advertising

PESTLE Analysis :

The PESTLE Analysis for MarktPlaats is given below:

Political	Economical
1. Brexit uncertainty favouring Netherlands	1. Emerging markets to be key for online classified growth
Social	Technological
1. Online purchases lagging in Netherlands	1. Expansion of mobile advertising driving growth 2. Leveraging Artificial Intelligence through chatbot
Legal	Environmental
1. Impact of regulations such as GDPR	1. Sustaining the circular economy

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