

eBay Inc – SWOT Framework Analysis

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Abstracts

eBay Inc., is a global technology company that enables commerce through three reportable segments: Marketplaces, Payments, and GSI. The Company provides online platforms, tools and services to help individuals and small, medium and merchants around the globe engaged in online and mobile commerce and payments. The company also generates revenue through marketing services, classifieds and advertising. The Company has also created an open source platform that provides software developers and merchants access to its applications programming interfaces, or APIs, to develop software and solutions for commerce. Its developer community includes more than 800,000 members. As of December 31, 2012, its Marketplaces segment had more than 112 million active users and more than 350 million listings globally, while its Payments segment had more than 122 million active registered accounts. During the fiscal year ended December 31, 2012, the Company completed three acquisitions, two of which are included in its Marketplaces segment and one in its Payments segment. In May 2012, the Company completed the sale of Rent.com.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external

environment.

Aruvian Research analyzes eBay Inc in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

Contents

A. EXECUTIVE SUMMARY

B. A BRIEF PROFILE OF THE COMPANY

C. SWOT FRAMEWORK ANALYSIS

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

D. GLOSSARY OF TERMS

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