

EBay Inc.: Corporate Analysis

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Abstracts

Scope of the Report

The report titled “eBay Inc: Corporate Analysis” provides a comprehensive analysis of eBay, its segments, competitors and the competitive landscape. The report provides an understanding of the industries in which the company is operating. Besides providing an analysis of the competition and the competitors it faces, the report also gives an indepth analysis of the profitability of eBay, its sales and earnings analysis and also the SWOT framework to present its internal strengths and its vulnerabilities.

Segment Coverage

Marketplace

Payments

GSI

Competitor Coverage

Amazon.com Inc

Google Inc.

Overstock.com Inc.

Executive Summary

EBay Inc.: Corporate Analysis

eBay Inc. provides online platforms, tools, and services to help individuals and merchants in online and mobile commerce and payments in the United States and internationally. eBay is a global technology company that enables commerce through three reportable segments: Marketplaces, Payments and GSI. The Marketplace segment operates ecommerce platform eBay.com; vertical shopping sites, such as StubHub, Fashion, Motors, and Half.com; and classifieds Websites as well as advertising services. People come to the eBay marketplace to buy and sell items across multiple categories, including antiques and art, books, business & industrial, cars & other vehicles, clothing & accessories, coins, collectibles, crafts, dolls & bears, electronics & computers, home furnishings, jewelry & watches etc.

eBay through its Payments segment and its brands Paypal, Bill Me Later, Zong and BillSafe offers its payments services. Members from all over the world buy and sell on eBay. It connects millions of buyers and sellers globally in the world's largest online marketplace, utilizing PayPal to ensure secure transactions.

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