



eBay's strategy in China

Based on Jim Harvey's speech structures



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History of eBay

- **Was founded in 1995 in California by Pierre Omidyar**
- **eBay developed rapidly because of various expansion strategies**
 - Acquisitions (EachNet)
 - Alliances (Sina, Sohu, NetEase)
 - Joint ventures (TOM Online)
- **By 2006, eBay had expended into 35 global markets**
 - Across North and Latin America, Europe, and Asia Pacific
 - eBay had 221.6 million registered users worldwide
 - Had 145 market share in the e-commerce market globally

SWOT Analysis

Strength

- Largest online marketplace
- Historically successful in Europe and USA
- Huge capital to invest
- No inventory/production

Weakness

- Abusing of technological system (some users artificially inflating their reputation scores)
- Lack of cultural knowledge
- One size fits all model