

For strategic management

Business, Management



Case Write-up on EBay Company al Affiliation Case Write-up on EBay Company This is an online commerce company where both companies and individuals can auction various items and services online. Currently, the company has more than 122 million users who are active across the globe. EBay pursued international growth ways. To start with, the company has extensively used the internet to manage all its global operations. Secondly, to increase its entire market share and revenues globally, the company focused on acquisitions and partnerships with correlated businesses across the globe. A good example could be, in the year 2008 August; the company initiated international cooperation with the Google Company.

The main competitive advantage of the company is its network effect. The brand is well established in the international market with many clients across the globe as compared to its competitors. This has been effectively and efficiently supported by the company resources and assets. Pursuing Asia market was a failure as the company recently pulled out of Japan. However, the company has managed to survive in other areas by buying startups, especially in China. Further, it is developing strategies that will enable to compete in the Asian market.

The latest challenge is the low entry barrier system into the market that allows both local and international firms to enter the market. Good examples of these companies are the Amazon and Yahoo, which are already established in the market. This poses a threat of a reduction of the entire market share, hence, of revenues and profits of the company.