

TITLE- E-COMMERCE
NAME OF ORGANIZATION-eBay
STUDENT NAME-RATAN SANJAY MANE
NAME OF FACULTY- MRS. POOJA GAVANDE



FOUNDERS OF eBay - PIERRE OMIDYAR

- PIERRE MORAD OMIDYAR (BORN PARVIZ MORAD OMIDYAR, JUNE 21, 1967) IS A FRENCH-BORN IRANIAN-AMERICAN BILLIONAIRE. A TECHNOLOGY ENTREPRENEUR, SOFTWARE ENGINEER, AND PHILANTHROPIST, HE IS THE FOUNDER OF EBAY, WHERE HE SERVED AS CHAIRMAN FROM 1998 TO 2015



VISION AND MISSION OF EBAY

- Ebay's corporate vision is "***to be the world's favorite destination for discovering great value and unique selection.***"
- Mission statement, of ebay's is "***to provide a global trading platform where practically anyone can trade practically anything.***"



EBAY DIFFERENT POLICIES

- [Feedback policies](#) while feedback is intended as an open forum, we have guidelines and policies to ensure it's used constructively and fairly.
- [Member behavior policies](#) when you buy and sell on ebay, we expect that you and your information are treated in a respectful manner, and that you afford other members the same courtesy.
- [Ebay money back guarantee policy](#) when you buy on ebay, in most cases, we guarantee that you'll get your item or your money back.
- [Listing policies](#) find out everything you need to know about our rules for creating listings, and get advice on how to make your listings more successful.



Jamie Iannone
President and Chief Executive Officer
[Bio](#)

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Cornelius Boone
SVP, Chief People Officer
[Bio](#)
[Careers](#)



Eddie Garcia
SVP, Chief Product Officer
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Marie Oh Huber
SVP, Chief Legal Officer,
General Counsel &
Secretary
[Bio](#)



Stefanie Jay
SVP, Chief Business and
Strategy Officer
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Julie Loeger
SVP, Chief Growth Officer
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Steve Priest
SVP, Chief Financial Officer
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eBay Business Model

eBay's core business is a platform business model that makes money from transaction fees through its marketplaces. In short, eBay primarily makes money by charging fees on successfully closed transactions. For instance, in 2021, on an \$87 billion worth of gross merchandise value sold on eBay, the company generated \$9.77 billion in transaction revenues at an 11.19% take rate (fee).

147 million active buyers

17 million sellers

GMV

\$87 billion in Gross Merchandise Volume

Transaction Revenues

\$9.77 billion



Revenues

Gross Merchandise Value

Take Rates

U.S. \$5B	Rest of world \$2.21B	United Kingdom \$1.91B	Germany \$1.25B
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THE IMPACT OF THE COVID 19 PANDEMIC ON THE BUSINESS OF THE EBAY PLATFORM

- The coronavirus is turning the world upside down. As the situation becomes more serious, spending behaviors change. Governments are tightening regulations on social distancing. Many people are unable to take part in everyday activities.
- Since ebay has applied few restrictions, most effects on sellers will come from the market. Here are the trends we expect to see in the coming months as a result of COVID-19:
- An increase in ebay sales as governments ask people to stay home. Sellers of food, solo activity, and healthcare products should do especially well.
- Reduced sales for items related to travel and social gatherings/events.
- A strain on supply chains. Companies that rely on manufacturing in china and other hard-hit countries could face major shortages.

HOW CAN EBAY SELLERS PREPARE FOR THE IMPACTS OF THE CORONAVIRUS?

- Impacts of the COVID-19 outbreak are unavoidable, but sellers can take steps to lessen the blow. These steps will help in keeping your ebay business afloat:
- Stay up to date on restrictions (national, local, and ebay).
- Communicate possible delays with buyers.
- Put in place a remote work strategy.
- Improve your ebay marketing strategy—learn how to use [promoted listings](#) and [ebay seo](#), and consider [marketing your ebay store](#).
- Adjust your communications strategy to consider changes in customer behavior.
- Adjust your budget, targets, and forecasts for 2020.
- Diversify your supply base.
- Secure your inventory.
- Consider making a [coronavirus ecommerce checklist](#)



Strengths

- eBay is the leading global brand for online auctions

Weakness

- System breakdowns could affect the trading activities of eBay

Opportunity

- Acquisitions provide new business opportunities
- Market penetration in internet users are increasing
- Changing of people lifestyle and habits

SO Strategies

- Global expansion

WO Strategies

- Diversify into new product markets
- Online verification of products
- Strategic alliance with couriers

Threats

- Credit card charges cant be controlled
- Illegal practice

ST Strategies

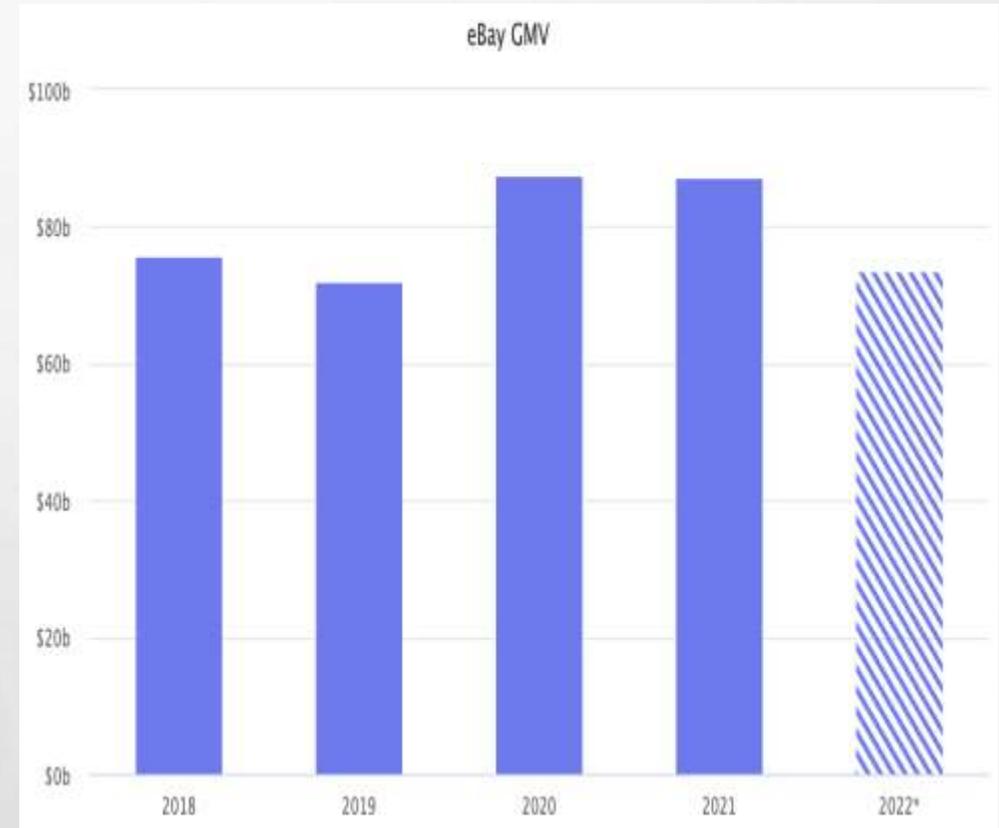
- Acquisition strategy-global expansions
- Use online security protocols as like as banking for verifications of authenticity

WT Strategies

- Alliance to postal services

EBAY LOSES PANDEMIC'S E-COMMERCE SURGE

- Ebay has lost all sales growth from the pandemic's e-commerce surge and will finish 2022 with GMV at 2019 levels.
- According to ebay's guidance, ebay's global gross merchandise volume (gmv) in 2022 will reach \$72.7 - \$74.7 billion. That's nearly identical to the \$72.1 billion GMV in 2019. Its GMV will shrink by roughly \$14 billion from \$87.6 billion in 2020 and \$87.3 billion in 2021.
- Ebay had little growth over the five-plus years leading up to 2020. When covid came, ebay benefited from other retailers being out of stock. That brought many buyers back to ebay - thus resulting in a \$14 billion spending increase in 2020 that it sustained in 2021 - but it ultimately was a temporary surge.



ebay post pandemic sales

- ❑ You could call it a statement of the obvious or a perhaps a physics refresher on the laws of gravity. But however you frame it, the fact remains that eBay just told investors that its growth in Q2 is going to be 8 to 10 percent, down from the torrid 42 percent pace it [just posted in Q1](#).
- ❑ The outlook from the 25-year-old original online marketplace comes in the wake of similarly cautious — or realistic — forecasts from several of eBay's mega cap eCommerce rivals that digital growth in the post-pandemic era is not going to be as robust as it has been over the past 12 months when consumers were largely locked in their homes.
- ❑ eBay CFO [Andy Cring](#) told investors on the company's conference call that the company's guidance reflected the "correlation between mobility and gross GMV," meaning the more people are able to get out and about, the less they turn to digital stores to buy and sell things.
- ❑ "Back in January, the pace of [COVID] vaccines was very different from where they are today. Mobility has improved throughout the quarter in most markets," Cring said, also noting the additional one-time benefit derived from the third round of federal stimulus checks in mid-March.
- ❑ "So when you look then on a quarter-over-quarter basis, the biggest difference between Q1 and the outlook for Q2 would be the fact that mobility is in a better place today than it was at the beginning of the first quarter," he said.
- ❑ The slowing growth outlook by eBay follows similar comments lately from [Shopify](#), Facebook, Google and [Pinterest](#).
- ❑ Sales have been declining slowly and steady for the last year and a half. 2021 and 2022 have been horrible nothing but a downward spiral..
- ❑ I have done updating, relisting, sell similar, new listings, new pics, updated coded listings, added promo, having sales 10%-15% off. new titles Nothing is giving.

EFFECTS ON ECOMMERCE SECTOR IN COVID

- **Opportunities for consumers-** competitive prices, deals, and efficient delivery, along with the convenience of avoiding long queues, have entirely altered the buying experience.
- **Moment for start-ups-** online retailers have maintained and grown their base of online consumers by granting options for payment on delivery and return policies with attractive deals and discounts. E-commerce in india is booming because of increased access to the internet. This generates diverse business opportunities that will encourage organisations to become more up-to-date and enable increased competitiveness.
- **Ease of access-** growing internet usage at affordable rates and the rise of smartphones lead to easier access to e-commerce. This connectivity enables services like booking train/hotel/cab/movie tickets, mobile and electric bill payments, placing online orders, etc.
Logistics- logistics is one of the significant challenges confronting e-commerce players. Local logistics firms in india are usually not up to satisfying the requirements of e-tailers; hence e-commerce firms have to make substantial investments to build their own logistics.
Infrastructure- e-commerce players also need to upgrade the infrastructure to overcome payment difficulties, create offline presence, execute more push-marketing, manage price-sensitive consumers, and compete globally.
Competitive analysis - e-commerce companies have to focus on matters pertaining to rapid additions of customer segments and product portfolios. Information should be gathered related to market intelligence on growth, size and share, and managing multiple customer engagement platforms to expand into new geographies, brands & products; while simultaneously controlling a very competitive pricing environment.

HOW EBAY HANDLES THEIR EMPLOYEES DURING COVID-19

- A health crisis like the COVID-19 outbreak presents unexpected and unprecedented challenges for businesses, both small and large. We're monitoring the situation closely and, along with the safety of our employees, our top priority is our sellers.
- In an effort to protect our employees throughout this event, people from some offices globally have been working remotely from home where appropriate or required by government agencies. That said, normal work continues— seller tools are still available, and employees are working every day in service to our community.
- In supporting our sellers, we will stay in close contact with our service carriers and will extend seller protections should services become interrupted. In the meantime, here are some ways you can take care of your health and business right now:
- Stay safe. Stay informed.

GOVERNMENT POLICIES AND INITIATIVES FOR ECOMMERCE SECTOR IN COVID

- Many initiatives/schemes have been announced by the government of india, namely digital india, make in india, start-up india, skill india, etc., To promote e-commerce. The proper implementation of such programs will likely support the growth of e-commerce in the nation. Some of such initiatives taken by the government to support e-commerce in india are as follows —* **national retail policy**
- The government had recognised five areas in its national retail policy: ease of doing business, rationalisation of the licensing process, digitisation of retail, focus on reforms, and an open network for digital commerce, stating that offline retail and e-commerce need to be administered integrally.*
- **Mou for cashless and transparent payment**
- Government e-marketplace signed a memorandum of understanding with the union bank of india to facilitate a cashless, paperless, transparent payment system for various services in october 2019.
- *** Digital india movement**
- Under the digital india movement, the government of india launched various initiatives like umang, start-up india portal, bharat interface for money (BHIM), etc., To boost digitisation.

❑ **Hike in limit of FDI**

To enhance the participation of foreign businesses in e-commerce, the indian government hiked the limit of FDI in the e-commerce marketplace model to up to 100% (in B2B models).

❑ **Imposition of tax on foreign e-commerce operators**

In october 2020, the government amended the equalisation levy rules of 2016 and mandated foreign companies running e-commerce platforms in india to have permanent account numbers (PAN). It levied a 2% tax in the financial year 2021 budget on the sale of goods or delivery of services by a non-resident e-commerce

❑ **Easy onboarding of small businesses in the online marketplace**

The department for promotion of industry and internal trade (dpiit) is planning for a systematic process to onboard retailers on e-commerce platforms. DPIIT has established open network for digital commerce (ONDC) that will set protocols for cataloguing, vendor discovery, and price discovery

❑ **Mandatory permanent account numbers**

For foreign e-commerce players to operate in india, the government schemes have mandated to have permanent account numbers (PAN). Companies that do not have PAN are imposed with a 2 percent tax in the FY21 budget on the sales of goods or services to a non-resident e-commerce operator. However, the government wants to give equal chances of business opportunities to foreign e-commerce companies by exempting them from paying 2 percent digital service tax if goods and services are sold through the indian arm of foreign e-commerce players.

Thank
You!



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