

eBay Inc.: Corporate Analysis



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. 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

eBay Inc.: An Overview

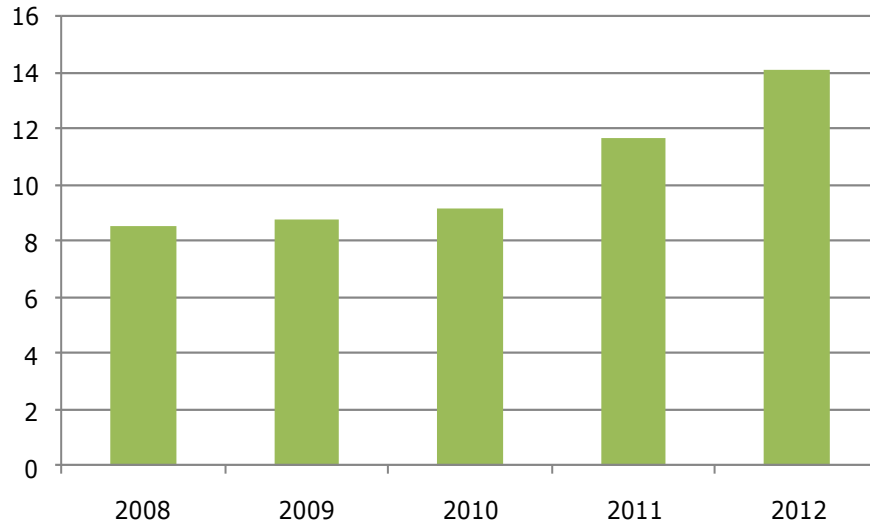
Table 1: Company Information: eBay Inc.

Headquarters	San Jose, California U.S
Year Founded	1995
Company Type	Public
Website	eBay.com
Exchange	
Nasdaq	
Industry	Internet, Online retailer
Number of Employees	27,770
Founder	Pierre Omidyar
Sales	US\$ 2.60 billion
Fiscal Year End	December 31, 2012
Source: Company Annual Report	

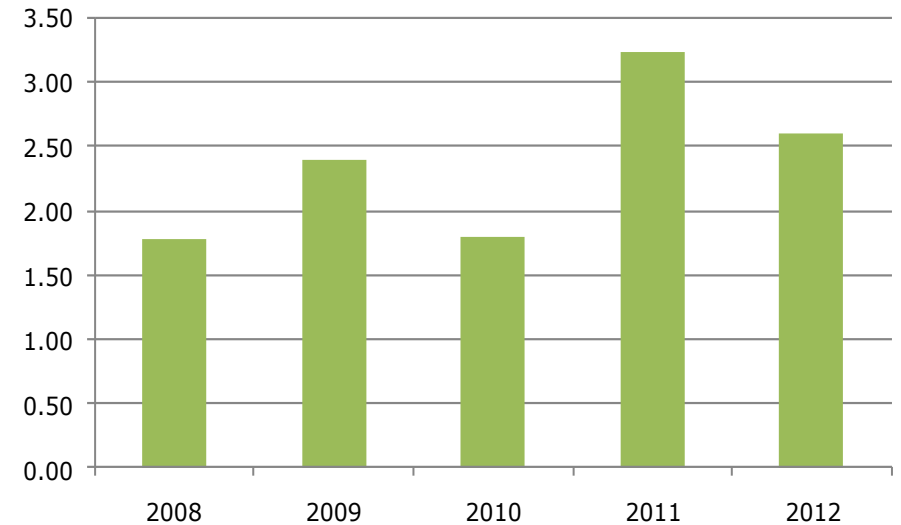
- Founded in 1995 in San Jose, California, eBay Inc. is a global commerce platform and payments leader connecting millions of buyers and sellers. It is a global technology company that enables commerce through three reportable segments: Marketplaces, Payments, and GSI.

eBay Inc. Sales and Earnings

eBay Inc. Net Sales analysis 2008- 2012
(US\$ Billion)



eBay Inc. Net Income Analysis, 2008-2012
(US\$ Billion)



- Net Sales of the company increased by% from US\$billion in 2011 to US\$..... Billion in 2012
- Net sales of the company decreased by% from US\$.... Billion in 2011 to US\$ Billion in 2012