Find out the following stats for both e-bay and amazon.com:

|  |  |  |  |
| --- | --- | --- | --- |
|  | E-Bay | Amazon |  |
| Owner/Founders | Pierre Omidyear | Jeff Bezos |  |
| Head Quarter Location | San House, Ca USA | Seattle Washington ,U.S. |  |
| Type Of E-commerce Business | Public | public |  |
| Number of users worldwide | 100 million | Over 223 users |  |
| Net revenue generated in 2011 | US$ 11.651 [billion](http://en.wikipedia.org/wiki/1000000000_%28number%29) (2011) |  US$ 48.07 [billion](http://en.wikipedia.org/wiki/1000000000_%28number%29) (2011) |  |
| Payment Methods | Paypal /credit card | Credit Card |  |
| Accompanying Services | Paypal online payment service | K bank,Kweb shopping card |  |
| Number of Countries it Operates in | Over 22 countries | Over 30 countries |  |
| Main Competitor | Amazon | E-bay |  |
| Number of Employees | 27,770 (2011) | 69,100 (2012 Q2) |  |
| Company Weaknesses/Threats | Get banned easily from feedbacks | No feedback from customers |  |

Compare and contrast amazon and e-bay. What e-commerce strategies have they in common? What differences are there between the two companies? Who would you rather buy from? Why? (*150 -300 words)*

E-bay and Amazon are two very popular sites for online shopping. They provide a lot of convenience since you would no longer need to leave your chair in order to buy things. Amazon is an online store which is just like a regular store. They have lots of stocks of the products that they are selling and you can return or ask for a replacement in case what you receive is defective. EBay is not an online store, it is an auction house and it does not actually sell anything. EBay is a site where people go to buy and sell their stuff.

Since Amazon is a store, it is also covered by the laws that stores are under. They are required to provide some level of service and warranties to their customers. With eBay, you are basically dealing with another person and not the site itself. In case your transaction goes awry, eBay is not legally bound to compensate you.

An issue that has plagued eBay since its inception is the presence of scammers. These are the people who pretend to sell stuff but would disappear once they receive your payment. To counter this, eBay has a feedback system where each party can leave feedback about their experience. Reliable and honest people on the site would have high positive feedback while those who have negative or no feedback are generally not trusted. Still, there are a lot of people who gets tricked by scammers on eBay.

The products that are being sold on Amazon are generally brand new but some refurbished products appear now and then. These products carry the same warranties just like buying in a standard store but they also cost just about the same. The stuff on eBay are usually old items that the owner likes to sell, just like a garage sale. You do not have the same level of assurance that Amazon offers but the prices are also substantially less. This is why eBay is populated with bargain hunters who are looking for a great deal on the items that they want.

In summary, Amazon is an online store while eBay is an online auction site. Amazon owns and is responsible for all the items sold on their site while eBay does not own the things that are being sold or auctioned on its site. There is a chance of being scammed at eBay but not on Amazon.
A great majority of the stuff being sold on Amazon is brand new while the stuff on eBay are usually used.

In my opinion, I will choose Amazon because Amazon is cheaper than E-Bay in trade on products. Amazon can post many products and also search online easily. Last of all, Amazon is more worldwide than E-Bay. And it is very famous for people to know this website.

 Joy #5