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# EBAY INC. (A)

# INTRODUCTION

**Many people remember eBay Inc. as one of the pioneers and leaders in the sphere of e-commerce. The eBay Inc. An (A) case focuses more on analysing the strategic issues and management actions at the firm under changing environment conditions. This case solution offers a client-side approach towards evaluating eBay's business level strategies, competition and possible future opportunities.**

# BACKGROUND

**Originally established in California in 1995, eBay soon evolved into an international virtual platform where people could directly deal with each other. One was that its business model was based on an auction system, which made it easy for the users to trade almost anything.**

# **TECHNOLOGICAL INVESTMENTS**

**Cutting through the noise of continuously changing trends in e-commerce meant that more resources had to be invested in technology and data.**

# CONCLUSION

**The eBay Inc. It makes (A) a useful case to learn how legacy e-commerce players have to evolve in response to shifting customer expectations and \$ competition. By using the novelties of corporate management and paying much attention to the customers, eBay will be able to strengthen its positions on the digital market.**

# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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