SW2 - Sample E-commerce Site

1.) Company Name/Logo



2.) Business Description

- Shopee is the mobile-first social marketplace where everyone can browse, shop and sell. It is a platform tailored for Southeast Asia, combining the authenticity of a customer-to- customer (C2C) marketplace with payment and logistical support, making online shopping easy, secure and fuss – free.

3.) **SWOT Analysis**

Strengths

- Global business from anywhere
- 24/7 operation
- Products reach to customers directly from producers at lower price than market value
- Fast and effective
- Comparison shopping
- More affordable advertising
- Low staff cost
- Financial transaction through electronic fund transfer is fast

Weaknesses

- No direct customer-seller interaction
- Some customers prefer buying by reaching personally to the market
- Sometimes, transportation cost increases product cost
- No. of potential customers who can buy through Internet is still not enough

SWOT

Opportunities

- Internet users rapidly increasing
- More are feeling comfortable buying through Internet exclusively
- Big companies already in the field blaze the path and bear the cost of developing a market

Threats

- Dishonest online businesses damage consumers' confidence and faith in the entire enterprise of Internet marketing
- Likely entry of new competitors
- Adverse government policies

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