

ebay



# eBay

# E-commerce

**Group 4**

- 1. TRY BUNHENG**
- 2. MORN THEA**
- 3. HAI EM**
- 4. OL PANHA**





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# Introduction

- **eBay: Online store for everyone, started in 1995.**
- **First used auctions to sell things.**
- **Now a big e-commerce site.**
- **Helps millions buy and sell worldwide.**



# Background

## How eBay Started

- **Made by Pierre Omidyar in 1995 as "AuctionWeb."**
- **First sale: Broken laser pointer for \$14.83.**
- **Became "eBay" in 1997.**
- **Grew fast: Hired help in 1996, went public in 1998.**







# Business Platform

## How eBay Works

- Started with auctions, charged fees for listing and sales.
- Added "Buy It Now" for quick buying.
- Big Moments:
  - 1998: Became a public company.
  - 2002: Bought PayPal.
  - 2004-2006: Grew to China, India, more.



# Challenges and Opportunities

## - Problems:

- Amazon is faster and easier.
- Fake items and trust issues.
- Fewer people like auctions.
- Tech changes fast.

## - opportunities:

- Special items like collectibles.
- New markets in growing places.
- Reuse items for eco-friendly sales.
- Use AI and phones better.

More Customers:

Less Competition:

Easier to Ship With:

Easier to Manage:

Lower Selling Fees:

Lower Advertising Costs:

Better for Branding:

More Fair to Sellers:

More Good Product Categories:

ebay

amazon.com

	X
X	
	X
	X
	X
X	
X	
X	
	X

Winner:

amazon.com



# Functionalities and Features

## What eBay Offers

- **Ways to Sell: Auctions, Buy It Now, Best Offer.**
- **Search: Easy filters to find stuff.**
- **Seller Help: Tools like eBay Mag.**
- **Buyer Safety: Money Back Guarantee.**
- **Worldwide: Works in many countries, has an app.**

# Functionalities and Features

Hi! [Sign in](#) or [register](#)

Daily DealsBrand OutletGift CardsHelp & Contact

Ship toSellWatchlist ▾My eBay ▾

Shop by category ▾

smart phone

Cell Phones & Sm... ▾

Search

Advanced

Related: [smartphone unlocked](#) [smartphone](#) [android phone](#) [tablet](#) [iphone](#) [laptop](#) [samsung galaxy](#) [samsung](#) [smart phone unloc...](#) ☐ Include description

Category

All

Cell Phones & Accessories

Cell Phones & Smartphones

Cell Phone Accessories

Cell Phone & Smartphone Parts

Vintage Cell Phones

More +

Clothing, Shoes & Accessories

Consumer Electronics

Computers/Tablets & Networking

eBay Motors

Cameras & Photo

Show More +

150,000+ results for smart phone


Save this search

Shipping to [Cambodia](#)

AllAuctionBuy It NowCondition ▾Shipping and pickup ▾Sort: Best Match ▾

Brand

AppleSamsungXiaomiMotorolaGoogleNokiaHuaweiUnbranded



UMIDIGI G9T 8GB+128GB 6.75" Octa Core Android 14 Dual SIM Unlocked Smartphone

Brand New

\$110.09

Buy It Now

+\$32.51 delivery from United States

Free returns

49+ watchers

Extra 5% off with coupon  
umidigi\_003 (471) 97.2%

Sponsored

Network

☐ Unlocked (221,750)



# Customer Experience

## What Users Think

- Good: Some sellers make lots of money.

- Bad:

- Help is slow.

- Accounts get blocked.

- Fraud and payment troubles

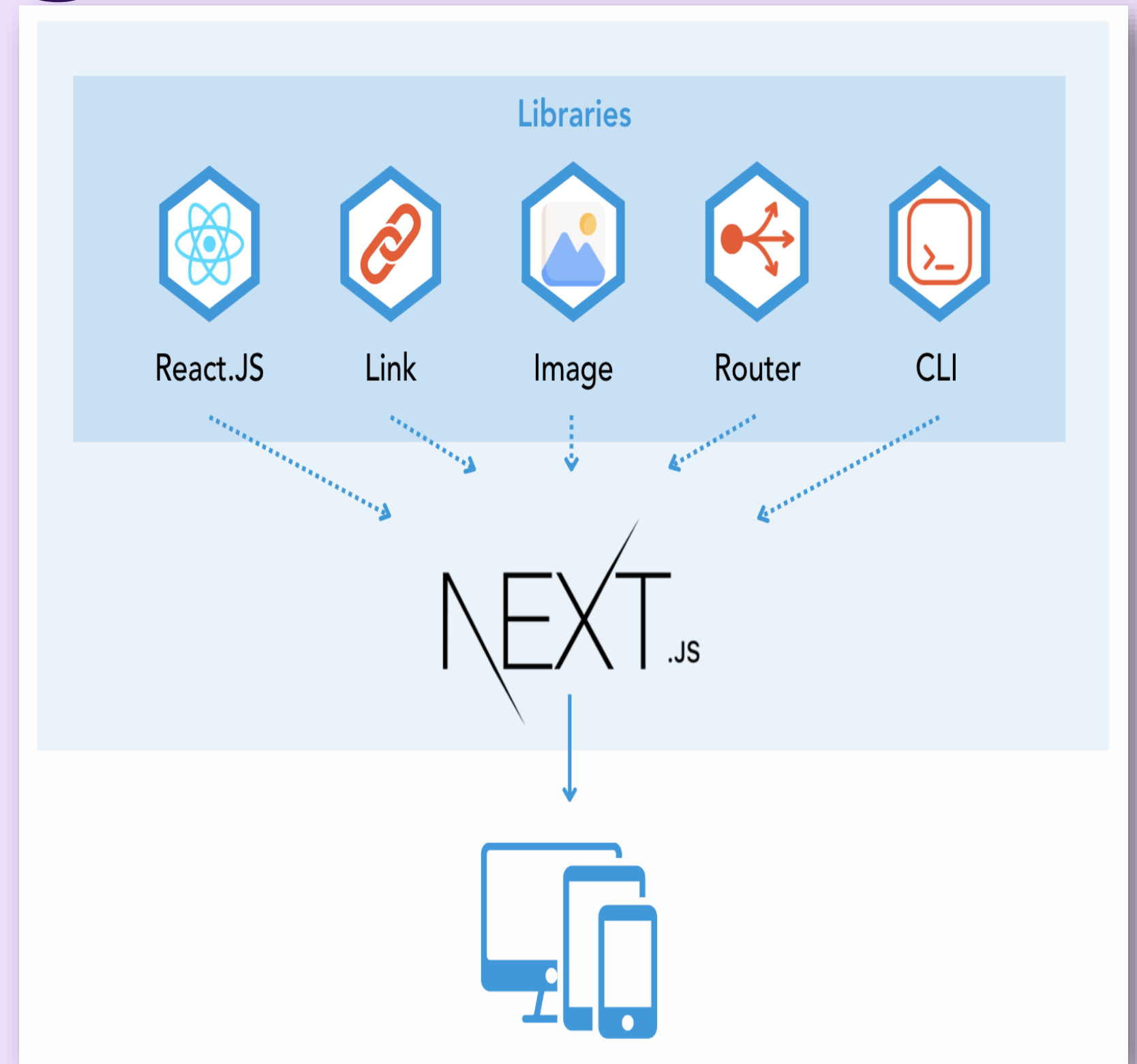
		1 month	6 months	12 months
	Positive	8539	48569	96479
	Neutral	114	565	1169
	Negative	196	1419	3032



# Technologies

## Tech Used

- **Front:** Next.js, React, Tailwind CSS, Material-UI.
- **Back:** Next.js API, maybe Express.js.
- **Tools:** Next.js for fast websites.

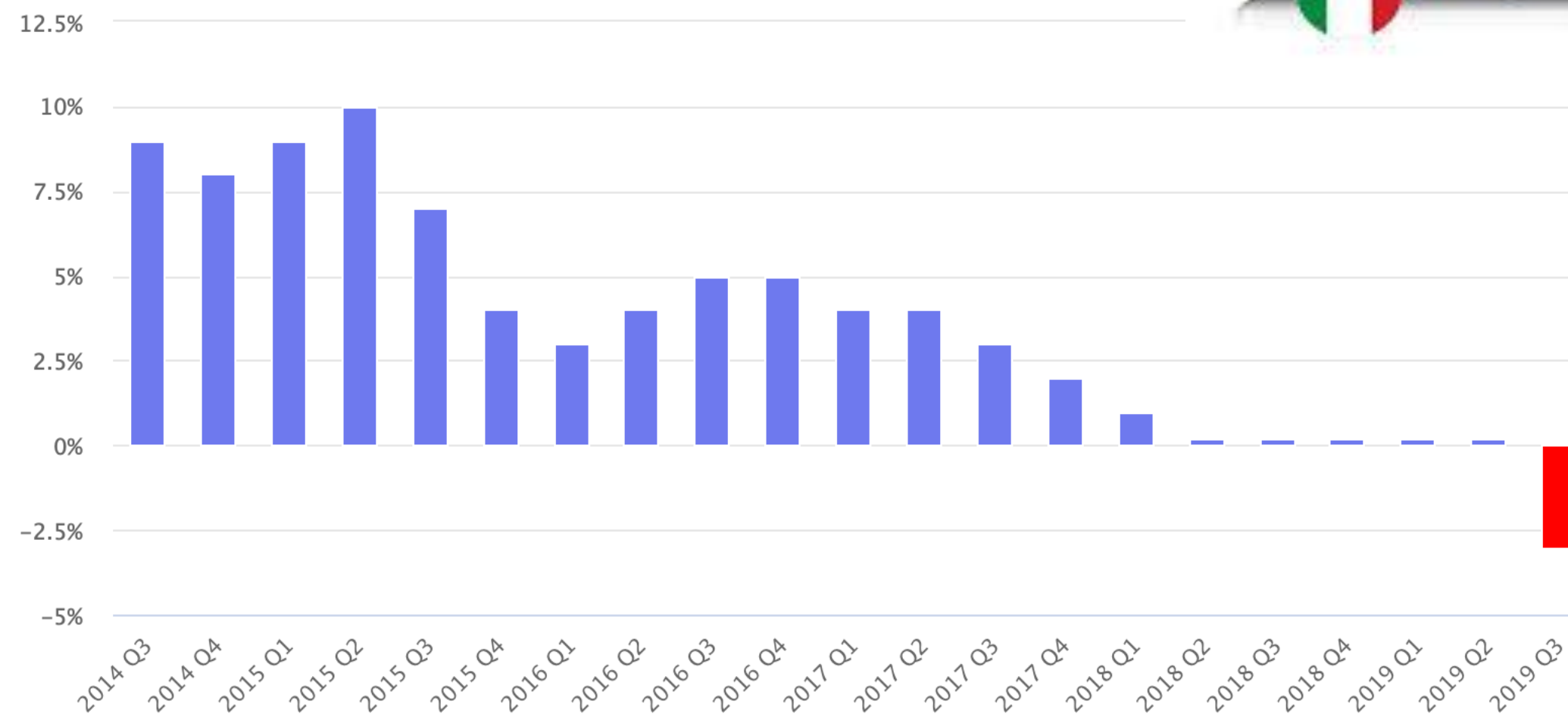


# Summary

## conclusion

- eBay: From auctions to big e-commerce.
- Problems: Competition, fraud, changes.
- Chances: Special markets, green sales, new tech.
- Users: Some happy, some not.

eBay Sold Items Growth



# Thank you for your attention

