Project Proposal

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**Company Data**

The company that I would like to do my research on is **eBay Inc**.

In terms of organizational structure, according to **fourweekmba.com** [1], eBay Inc. is led by a team of top executives with CEO Jamie Iannone at the helm, while the rest of the company is structured based on services, geographical divisions and functional divisions. As of today, the only service eBay is still providing is Marketplace (e-commerce). Of the division based on geographical locations, eBay is divided into 5 main areas: Americas, APAC (Asia-Pacific), UK, Central and Southern Europe, and Cross-Border Trade. Lastly, eBay is also structured into different departments according to functionalities. These include: People, Technology and Product, Legal and Financial, Growth, and Business and Strategy.

Because **eBay Inc.**’s main functionality is a platform for sellers to sell their products online, the company target a wide range of clients, including both buyers and sellers. According to **ebayinc.com** [2], eBay has approximately 1.6 billion live listings, 142 million active buyers and 190 markets around the world. In terms of the workforce, eBay has 10,800 employees in 2021.

**Company History**

* Started in 1995 as an auction website in San Jose California
* September 1997: Officially named eBay
* July 1999: Global Expansion

(These are a few that I gathered for now. I will have more in the polished version)

**Overview**

*Key Competitors*

* Amazon
* Walmart

*Customer Demographics*

* Small online businesses
* Wide range of buyers

*Major Services, Brands, Products*

* e-commerce platform to connect buyers and sellers

**Issues**

According to shippit.com, eBay has problems with the following areas:

* + Subscription tiers and fees
  + Confusing Seller Limits
  + Difficulty creating product listings
  + eBay’s image restriction
  + Inventory management
  + Shipping orders
  + Customer feedback

**Rationale**

eBay is a big e-commerce company whose operations rely heavily on technology and its efficiency in order to serve hundreds of millions of buyers and sellers worldwide. As a computer science major, my interests lie in creating efficient algorithms that will make the work of businesses become easier. Since I just received an offer from eBay, I think researching eBay in details would help me contribute better to the company and motivates me to work hard.

**References** (Sorry, I was submitting this so close to deadline so this is not in APA format yet)

**[1]** <https://fourweekmba.com/ebay-organizational-structure/>

**[2] https://www.ebayinc.com/company/diversity-equity-inclusion/our-numbers/**