1. Pinterest focuses on similar market space and offers similar services and products, like searching that Google has. However, Google is a giant company, having huge and stable markets and users. They must try to offer better and unique service to appeal large amount of users and keep them. For example, Place Pin is becoming a search alternative to Google Map. “Place Pins are great for browsing various locales around the globe”. “It offers user-curated answers”. (<https://readwrite.com/2014/04/15/pinterest-google-search-billion-places-giant-map-visual-world/>) “While Google crunches numbers to figure out what's relevant, Pinterest's human users define what is relevant for a given topic”. (<https://www.npr.org/sections/alltechconsidered/2014/07/30/332317807/can-pinterest-compete-with-googles-search>)
2. E-commerce is the activity of buying or selling of [products](https://en.wikipedia.org/wiki/Product_(business)) on online services or over the [Internet](https://en.wikipedia.org/wiki/Internet). (<https://en.wikipedia.org/wiki/E-commerce>)

Difference: “E-commerce primarily involves transactions that cross firm boundaries, while E-business involves the application of digital technologies to business processes within the firm”(slides). E-business focuses on how to make revenue. It is a process of companies and suppliers.

They intersect at the boundaries, when customers have interaction directly with firms.

1. Information asymmetry refers to any disparity in relevant market information among parties in a transaction. Information about prices, costs, and fees could be hidden from the consumer, creating profitable information asymmetries for the selling firm. (slides)
2. Features:

* **Ubiquity**: it is available just about everywhere, at all times.
* **Global reach**: E-commerce technology permits commercial transactions to cross cultural, regional, and national boundaries far more conveniently and cost-effectively than is true in traditional commerce.
* **Universal** **standards**: they are shared by all nations around the world.
* **Richness**: The richness enabled by e-commerce technologies allows retail and service merchants to market and sell “complex” goods and services.
* **Interactivity**: They enable two-way communication between merchant and consumer and among consumers.
* **Information** **density**: The total amount and quality of information available to all market participants, consumers and merchants alike.
* **Personalization** **and** **Customization**: merchants can target their marketing messages to specific individuals by adjusting the message to a person’s name, interests, and past purchases; change the delivered product or service based on a user’s preferences or prior behavior.
* **Social** **technology**: User-generated content and social networks.

(sildes)

1. From my perspective they are **direct** competitors.

Although they have some crucial differences (<https://www.salehoo.com/education/selling-on-amazon/crucial-differences-between-amazon-and-ebay>), like auction in eBay, they offer the similar services and can serve similar users. Customers on eBay are served via a website that mainly focuses on [pricing](https://www.marketing91.com/pricing-strategies/), [product](https://www.marketing91.com/what-is-a-product/) selection, and customer convenience. Its website is designed in such a way that [products](https://www.marketing91.com/types-of-products/) can be easily sold by the company itself and by third parties. Through Web services, Amazon too is able to provide its service to all enterprises and businesses of all sizes. They are both market creator solely through internet with online stores for similar market segment.

(<https://www.nchannel.com/blog/other-sites-like-ebay-alternatives/>)

1. Limitation:

* Bandwidth limitation slows the peak-hour services.
* The latency of network lowers quality of services.
* Network architecture limitations like identical requests are processed individually.
* Wired Internet with copper and fiber-optic cables are expensive.
* Some widely used model like Cloud Computing has drawbacks like security risks, responsibility shift for storage and control to providers.
* Needs sounder government, and law.

1. 5 Strategies:

* Product/service differentiation: With this strategy, you make your product as exclusive as possible, making it more attractive than comparable products offered by the [competition](https://www.toolshero.com/strategy/porter-diamond-model/).

(<https://www.marsdd.com/mars-library/competitive-strategies-in-operational-excellence-customer-intimacy-and-product-leadership/>)

* Cost competition: developing the "edge" that gets you the sale and takes it away from your competitors.

 (<https://www.mindtools.com/pages/article/newSTR_82.htm>)

* Scope: Provides scope for greater knowledge of a segment of the market
* Focus/market niche: Companies that use Focus strategies concentrate on particular niche markets and, by understanding the dynamics of that market and the unique needs of customers within it, develop uniquely low-cost or well-specified products for the market.

(<https://www.mindtools.com/pages/article/newSTR_82.htm>)

* Customer intimacy: focuses on offering a unique range of customer services that allows for the personalization of service and the customization of products to meet differing customer needs.

(<https://www.marsdd.com/mars-library/competitive-strategies-in-operational-excellence-customer-intimacy-and-product-leadership/>)

1. Marketspace is an area of actual or potential commercial value in which company intends to operate. While market opportunity defined by revenue potential in each market niche in which company hopes to compete. It is typically divided into smaller niches.