

Literature Survey:

Here are few website which are less compatible then amazon and amazon solve those problems:

1. eBay:

- Auction Model Limitations: While the auction model can be exciting, it may not always guarantee the best price for the seller, and buyers might face competition that drives prices higher than they anticipated.
- Quality Control: Since eBay relies on individual sellers, maintaining consistent product quality can be a challenge, leading to potential issues with customer satisfaction.

2. Alibaba:

- Counterfeit Products: Alibaba faces challenges related to the presence of counterfeit or low-quality products on its platform, affecting trust among buyers.
- Communication Barriers: Connecting buyers and sellers across different countries and languages can sometimes result in misunderstandings and communication challenges.

3. Walmart:

- Online Presence: While Walmart has a strong physical retail presence, its online platform may face challenges in competing with dedicated e-commerce giants like Amazon in terms of user experience and variety.
- International Market: Walmart's primary market presence is in North America, and expanding globally may present challenges in understanding and adapting to diverse markets.

4. Etsy:

- Limited Product Categories: Etsy primarily focuses on handmade, vintage, and unique items. This niche can be a limitation for users looking for a broader range of products.
- Competition with Mass Producers: The platform may face challenges in maintaining its identity as a marketplace for unique items when some sellers might be mass-producing products.

5. Shopify:

- Costs for Scaling: As a platform that enables businesses to create their own online stores, the costs associated with scaling and maintaining an independent store on Shopify may become a limitation for smaller businesses.
- Dependency on Third-Party Apps: While the app ecosystem is a strength, it also poses a risk as businesses might be heavily dependent on third-party apps, and issues with those apps can impact store performance.