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Analysis of eBay China's Failure and Suggestions to eBay's Return Strategy from the Perspective of Cross-cultural Conflicts 1. Introduction Along with the development of global economy, no one is unfamiliar with the word of globalization, and the world is filled with multinational-corporations.

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Ebay Global Strategy Analysis Case Study . Instructions: The Case Study assignment for this class, Ebay, addresses issues pertinent to the topics studied in this course. Complete your assigned readings, learning activities and online discussions before you complete the assessment. Prepare a paper discussing Ebay's globalization strategy. References are not included in the required paper length.

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Later, eBay invented a new strategy by determining alternative customer needs. In China, for example, the new strategy of eBay is not competing with its local competitor directly, but rather deliver differentiated global solutions by utilising eBay's international trading network; one of its global competitive advantages.

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The competitive strategy of eBay includes same day delivery routing in which eBay tends to coordinate deliveries between the shoppers , couriers , stores on a 24*7 schedule. It takes hardly two hours for the dispatching from the point of sale, handling service logistics and delivery based on the preferences of the consumers.

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Strategic Alliance: In November 2001 Burger King entered a strategic alliance with eBay where Burger King Customers can earn points that can be used to bid for items on eBay. Ebay and Microsoft made a strategic alliance in March of 2001 to expand their global online presence.

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This case study summarizes the strategic approach used by eBay to take advantage of increased consumer adoption of the Internet. We have created it as an update for students and professional using Dave Chaffey's books which feature this case study. In this article we summarize eBay's objectives, strategy and proposition and key risks.

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Threats Facing eBay Inc. (External Strategic Factors) In this aspect of the SWOT analysis model, the emphasis is on the external strategic factors that have potential to reduce business performance. This case points to the possible decline in eBay's performance due to such external factors in its business environment.

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In this case, for example, eBay's generic competitive strategy involves technologies that minimize fixed and variable costs in multinational e-commerce operations. Consumers and sellers/merchants are drawn to the online retail and auction-trading platform based on attractive pricing strategies, which are an element of eBay's marketing mix or 4P .

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