





| # | STRENGTHS (+) |  |
|----|---|---|
| 1 | Strong global brand recognition | |
| 2 | Extensive user base and network effect | |
| 3 | Diverse range of products and categories | |
| 4 | User-friendly platform and interface | |
| 5 | Secure payment options and buyer protection | |
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| # | WEAKNESSES (-) |  |
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| 1 | High competition from e-commerce giants like Amazon | |
| 2 | Dependence on third-party sellers for product inventory | |
| 3 | Limited control over product quality and customer service | |
| 4 | Increasing fees and costs for sellers | |
| 5 | Reliance on external shipping and logistics providers | |
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| # | OPPORTUNITIES (+) |  |
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| 1 | Growth in online retail and e-commerce industry | |
| 2 | Expansion into emerging markets and regions | |
| 3 | Focus on mobile commerce and app development | |
| 4 | Development of personalized shopping experiences | |
| 5 | Integration with social media platforms for targeted advertising | |
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| # | THREATS (-) |  |
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| 1 | Intense competition from other online marketplaces | |
| 2 | Changing consumer preferences and trends in e-commerce | |
| 3 | Counterfeit and unauthorized sales of products | |
| 4 | Regulatory changes impacting e-commerce practices | |
| 5 | Potential security breaches and cyber threats | |
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