Find out the following stats for both e-bay and amazon.com:

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| --- | --- | --- | --- |
|  | E-Bay | Amazon |  |
| Owner/Founders | Pierre Omidyear | Jeff Bezos |  |
| Head Quarter Location | San House, Ca USA | Seattle Washington ,U.S. |  |
| Type Of E-commerce Business | Public | public |  |
| Number of users worldwide | 100 million | Over 223 users |  |
| Net revenue generated in 2011 | US$ 11.651 [billion](http://en.wikipedia.org/wiki/1000000000_(number)) (2011) | US$ 48.07 [billion](http://en.wikipedia.org/wiki/1000000000_(number)) (2011) |  |
| Payment Methods | Paypal /credit card | Credit Card |  |
| Accompanying Services | Paypal online payment service | K Bank, kweb shopping card |  |
| Number of Countries it Operates in | Over 22 countries | Over 30 countries |  |
| Main Competitor | Amazon | E-bay |  |
| Number of Employees | 27,770 (2011) | 69,100 (2012 Q2) |  |
| Company Weaknesses/Threats | Get banned easily from feedbacks | No feedback |  |

Compare and contrast amazon and e-bay. What e-commerce strategies have they in common? What differences are there between the two companies? Who would you rather buy from? Why? (150 -300 words)

E-bay company you must place a bit in every product that you want to buy, that means some products which are actually cheap but you must buy in expensive price Also you must pay everytime as you bit as well. If no one places more bit, you must buy the product in the price that you place the bit. On the other hand, Amazon company does not need any bit at all.

In E-bay company, if you want to sell thing, it has a limit for you, you must pay in every product that you post about 0.10-0.20 US$ each, so you cannot sell too much and you must wait for an opportunity to sell again. But Amazon company is unlimited, you can post whenever that you want to sell and pay cover all the products about 39.99 us$.

In E-bay company, if you receive many feedbacks you are possible to get banned or some of your products are not allowed to be sold again whereas, Amazon company has no feedbacks even if you sell the illegal products. Because feedbacks are very important for E-bay, they are the points that most people care about.

In my opinion, I would be better to buy products in Amazon company because I do not have to pay a lot of money in cases. Amazon does not have many rules like E-bay and E-bay sometimes is too complex. Last thing is that I do not like to buy products with high prices, some products are actually cheap. At the same time, I do not like to buy products with many competitors. Amazon company provide the products freely with any competitors.