



Stanford eCorner

Strategy: Growth of eBay

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Video URL: <http://ecorner.stanford.edu/videos/341/Strategy-Growth-of-eBay>

Reedy explains how a company goes from 3 billion to 30 billion. eBay has less than 1% of the retail market in most cases. Management believes that eBay should do more of the stuff that they are already doing. eBay will expand to new countries and work at categories like business and industrial. The company plans to achieve this goal of 30 billion using its platform and by learning from the buyers and sellers, she adds.



Transcript

How do you go from 3 billion to 30 billion? I would sit there and say that one way is the fact that today at the analysts' meeting, they were about what share of the retail market eBay has. In most cases, it was less than one percent, so in some ways management believes just do more of the stuff that we're doing because we right now have such a small market share of where we're already playing. So we believe that if you just stayed in the existing markets with the existing categories that we still have 99% growth to go out and capture them. So I think that's one area but we're looking to continually go into new countries. We're continuing to look at categories. A lot of times there are new categories that explode. We're doing a lot of stuff in what's called business and industrial. A year ago, we weren't doing anything in business and industrial. We're doing a lot of stuff with wholesale a lot. We also learned from our buyers and sellers.

I mean it's amazing how many times we'll see something that's happening on the website and then we're like oh, there's this entrepreneurial work going on and then we find it and then we do product features or we do marketing to actually bring that forward but yet they were our buyers and sellers who came up with these ideas. But we actually believe that in our base platform, we can get from 3 to 30 billion. I think you answered it very well.