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Course Title : Knowledge and Information Management Report in selected Organizations.

Course Code : BMSW 5106

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Introduction .

Amazon.



Amazon is a e commerce platform where buying and selling items online amazon is selling online books and everything's an Amazon officially opened for Business as an online bookseller on July 16, 1995. Amazon is an online retailer and a web service provider. The company provides products such as apparel Auto and industrial item, beauty and health products, electronics, grocery books, games, every kind of kids and baby products, movie, music, sport, good toys, tools and other kinds of production. Amazon is an American tech multinational whose interests, including ecommerce, computing, digital streaming and artificial intelligence. The business strategy of Amazon consists of focusing on investing in new technology including customers. Amazon mission and statement is the customer service through online and physical stores and focus on the selecting price and convenience. Amazon Mission and Vision statement is to be earth most customer centric company where the customer can find to buy what they want Amazon core values are customer rather than color competitor focus, passion for invention, commitment to operational excellence and long-term thinking.

EBAY.



Ebay Global online auction and trading company. Launched by American entrepreneur Pierre Omidyar in 1995, eBay was one of the first company to create and market an Internet website to match buyers and sellers of goods and services. It is an auction house and marketplace that simply facilitates the sale of goods between third party buyers and sellers. Buyers visit websites and sellers put products they want to sell, and buyers want to buy on eBay platform. Which operate as an online marketplace where the buyers and sellers meet its charges between 12 to 15% of every transaction made by seller. The ecommerce store has been driven sales and boom off from all over the world. The eBay big competitor is Amazon.com. , eBay is really a fantastic market to sell or particularly if you are looking to expand your business overseas. eBay is replacing like Amazon? It takes a few minutes to get set up and more if you want to optimize your store, but the initial process is straightforward. eBay charges sellers to stand free for listing and the final value fee on percentage bases eBay use PayPal system for payments.

Task 2 Amazon SWOT analysis about knowledge management system.

We all know about the popularity of Amazon all over the world. In the current business climate and during the COVID19 pandemic, Amazon was doing very good business providing good services and nowadays current Russia and Ukraine war cost of living raising, of course, energy and all the cost of doing all kind of business is day by day increases, but here we will discuss about the amazon swot analysis.

So, what can we say SWOT analysis is a framework to use to identify the company's strength, weakness, opportunity, threats and how the company can use their portfolio company how can control all the further that it deals with, such as outside threats and opportunities, but it can still grow by identifying its strong asset and improving its efficiency by tackling its weakness.

Amazon strength .

Strengths are the internal factor of any company. It helps to know the advantage of the company to which they are competitive in the market, it also includes the operation and the position, or you can say it's a reason why the company is doing so well.

1. Amazon brand the one of the strength brand names of Amazon and we know Amazon is one of the leading brands in the world. Having a successful brand image and it showed that wealth of company having large number of subscribers and Amazon has a great popularity plus strong financial performance globally.

2. Amazon Consumer trust. Almost 89% of the customers are likely to shop on Amazon. is a priority when it comes to online shopping desk, the trust which the company has built when the customer is happy and customer satisfactions.

3. The Amazon global and act local strategy the company has globally expanding more than 200 countries. All over the world related to the products and services decision and operation.

4 Amazon Superior logistic and distribution system. Amazon uses very good and secure sources such as distributing facility information systems. It is a very efficient and effective way all over the location. And all over the marketplaces and their customers satisfy all over the regions.

5 Amazon wide variety products Amazon provides a very wide range of products and services and all the needs of their customers, and which fulfill customers all needs .2 Amazon weakness.

Weaknesses are again internal factors. And that shows the company has some problems. To all that, these critical issues and these are some factors are affected and will accompany growth will decrease these.

Amazon has some weaknesses.

1 Amazon employee morale and some articles state that the workers of the warehouse are unhappy because the Amazons are giving them extra hours because of the in the pandemic times the less workers and workers get working extra hours, they are unhappy. They have too much burden of work.

2 Amazon Quality focus. Amazon mainly has its eyes on all the products. Search and new offers. Easy to buy and have a good delivery in speed result. But the quality of sometime products is not good some Amazon platform they try to just focus on the delivery system.

3 Amazon seller relationship. Amazon's Sellers are upset because Amazon demands high the early products and some new developments in the inventory stores are stop and Amazon buy products like private label of products. Those suppliers and sellers are not happy?.

4 Increasing competition and low margins, amazons offer a free shipping facility over a certain order. Which attract customer but italicize the margin of the company due to the price high because nowadays war everything goes expensive.

3 Amazon opportunities. The opportunity of Amazons or external factor that mainly focus company do or what they position the company will stand and the invest in it. Just implementing the new animations is the reason after creativity is creativity in a few areas.

Reasons for the success of Amazons.

1 Amazon expands operation in developing markets. Amazon has growth in opportunities in developing market, they can gain more consumers and especially urban areas and in the different region of the world and. The Amazon is expanding their distribution system. Uh poorly. Connected with the geographic areas and possible by a higher number of the warehouse, every place and more delivery system.

2 Amazon podcasting recently Amazon has started taking interest in podcasting. Alexa has a positive response from the public and they can create a new market for the company to take overusing host technology and animation system.

3 Amazon helping small business?

Amazon has announced to help the small business. Buying and selling their products to customer and the man visions behind is to promote small and local business and fast track. Delivery system and the growth and. The growth of the small business.

4 Amazon threats.

Amazon threats is another factor challenging factor the company Amazon is a threat which is again external factor and out of our reach and competitive environment nowadays the business climate change because of the cost of raising and the cost of living is increases due to war, Russia and Ukraine.

1 The customer loyalty. An extremely important part of Amazon to work on this aspect of online security system. And then the data management system.

2 Amazon. Government regulation. Amazon. Government regulation during the pandemic time, government has banned the sale of non-essential stuff from Amazon for avoiding the movement of the delivery system. The threatening Amazon growth both domestically and internationally. Amazon has a great loss of around 400 million just because of this. The other some restrictions about due to the war, Ukraine and Russia.

3 Competition Amazon is a leading company lot of cheers and a lot of marketplaces and customers satisfied. And Amazon become is competitor in the market, just like Walmart and. With their new. E-commerce platform.

4 Amazon fake review. Unfortunately, the lack of review and rating has lead the customer to doubt the reliability of the platform. Ebay.

Ebay.

Online marketplace international. We with the global customer base of 230 million and eBay has business operating in 37 countries. They have million items listed on eBay across the thousands of categories including antiques, toys, books, computer stores and electronic amounts. All other products and you can find more here we will discuss about the Ebay strength, weakness and opportunities and threats the eBay has like strength.

1 Ebay Strength.

1 world largest Internet marketplace. There are 150 million live listings and more than 105 million active users globally, in 37 countries.

2 Ebay business model become a retailer as a middleman between seller and buyer who bid on marketplace. eBay is a pioneer in online auctions.

3 Economics of sale. In the beginning, eBay had to invest heavily to gain customer relation management. Knowledge and skills, but since then, use its skills to serve our 100 million users and create the largest online marketing. t.

4 E-mail localization. This operates in 37 countries. And each marketplace uses the local language and is adapt to local products are free.

5 He perceived eBay u uses PayPal and its own payment system. Produce nearly all of the payment using from eBay marketplace.

2 Ebay weakness

1 eBay high fees for the seller have risen significantly over the years. The firm server fees on listed goods, sold goods and some extra fees and PayPal transaction fee is too much.

2 Be no further go strategy. eBay has not unveiled any plans on hold. The business is going to sustain its growth?. The management team is unsure whether eBay should become retail or introduce a new product and their service and how to develop its own product acquiring new business. As a result, there is a high uncertainty over eBay's future and business directions.

3 Opportunities.

1 Opportunities. eBay, growing number of mobile shoppers. And eBay has a strong payment system, PayPal, that is widely accepted. Used by many online retailers and shoppers.

2 eBay become a retailer. eBay has access to the online marketplace in the world and is well placed to take advantage of that by becoming a retailer.

3 eBay increase. Services portfolio through acquisition, the company has successfully acquired many other companies to extend its services offering and should continue adding new servers through. Mergers and acquisitions.

4 eBay. Open more online stores in other countries. eBay to sustain grant growth level, eBay could open its own line marketplace in other large and growing economies in like foreign open in Asia and Europe...

4 Threats eBay beheads threat on a security people. Paul stores online shoppers' personal information such as bank account details, which is targeted for online theft. An eBay regional low-cost owner tells align low-cost online retailers.

Amazon and eBay have similarities and differences.

Both companies, Amazon and eBay are online shopping site providing visitors the ability to browse through available products for sale or auction through each company online where eBay and Amazon both are overtime to meet the needs of the today customer there. The difference between two companies, Amazon and eBay terms of business model and pricing service for sales and. This was all buyers like. Both companies are the largest. And long-standing major player in the e-commerce sector. Amazon and eBay have many similarities, primarily attracting these direct to their side, providing them the ability to browse. Number products these both companies are different only the business models and then the Amazon has on product and

warehouse relies on 3rd party sellers and. eBay relies on the seller to list their products for sale to be auctioned off in certain time eBay has auction house.

Task 3 Knowledge management system Amazon and Ebay

Information and knowledge belong to the increasing corporate interest like management system brand identity. Each customer information and corporate reputation knowledge is home and highly personal asset and represent the expertise and effort of the networks. The broadly 99% of the work people do ease the knowledge-based knowledge seemed invisible but it is clearly driving the bottom line. The value of knowledge increases when it has a key purpose and focuses on mission core values and strategic priorities, knowledge assets like money or equipment. Culture changes knowledge and is the last buried under new information implies we have valuable knowledge or source skills and experience with them. They play a very important role in achieving the organization goals and knowledge management system has important role to the success of the companies on the space like administration need to be used information. The system like they need to be a collect the customer data and they need to be analyzed and developed and store in a meaningful purpose to competitors and in the market they need to successful and Knowledge management ongoing process finds values and use for the raw information which is shared across organizational boundaries .That is true this process guide down with to develop an explanation of tangible asset, intangible knowledge and resource and knowledge management is a formal direct process of determining what information and company has that could benefit other companies and based on this information these e-Commerce companies can manage better. Online business and that they need to use the information technology and they can interact the more customers and they use the strong and knowledge management system and here I will discuss about the Amazon and eBay in the knowledge management value chains and how they applied, knowledge management system in their business.

Amazon.

Knowledge management in organizations is examining the interaction between technology, techniques and people that will help improve their operation within the Organization Knowledge Management approach adopted by company backed operation insignificant manners. Overview amazons is well known for its strategic towards handling of business in 21st century. It is important to examine its mission statement value elegant with the set objectives. Amazon Internal

Knowledge management system approaches that the company used in the market regards to knowledge management at the company. It is a conical to explore the scope of the model and establish whole conceptual it is handling knowledge within an organization. Amazon integrated methods to communicate. The communication is playing very important role in all the operations and the knowledge management system such as Am And make it effective way like they're using the digital method of communications and keep records and cloud computing and web 2.0 experience the power of disruptive innovations. Amazon implementation strategy. It is very important and implementation of the strategy that ensures the knowledge management is handled in the right manner. The most common approach is on the company, where information comes from the grassroot is communicated to higher ranks within the company than is implemented to improve the quality of services received and the knowledge management for the scene making good decision and correcting the mistake that can be caused to company brand name. It is the duty of the management to improve the strategy that increased the collection of useful information for decision-making purposes. Amazon External knowledge management is very important due to words gaining a deeper training on for creation of organizations like external factors examines in and handle in a better way. To make business strategy successful and to prove business is successful, that is very helpful information and the invention of the new knowledge and the protection the knowledge management it is immune system. While the process of combining something better than what exists in the market, Amazon has been at the front. Supporting innovative exercise that has not ended up changing the world in one way or other. Instance the development of the prime option company platform has to help you customer connect with the product. Competitor of Amazon. It is a button for the report to access Amazon competitors and establish how to company handle its knowledge regarding the same Amazon need to be Competes with the number of competitors in the industry and has become a leader in the online retailing so need to be update with the market competitors or to try to make something different to as compared to other competitors to keep the market for Amazon knowledge protections it is important to company protect this information from unauthorized hands. Amazon user is an evaluation system to animate strategy that has been improved its operation in many markets across the world.

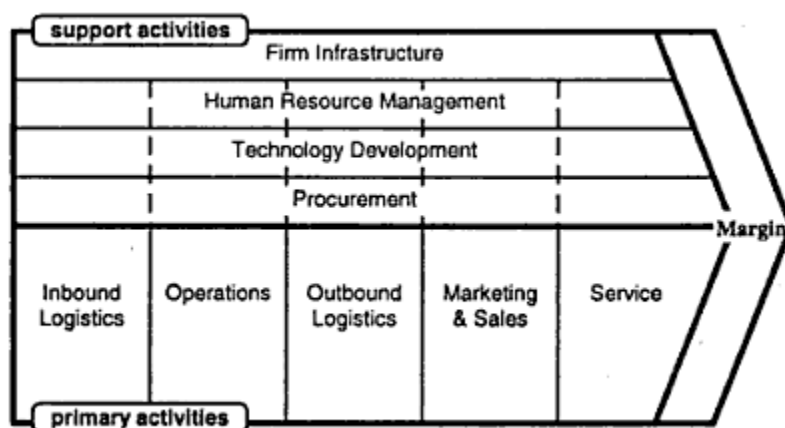
Ebay.

Use the knowledge management system like increasingly i or looking for the ways to use in technology to document and share information in order to increase the effectiveness and foster sense of community forever. eBay user experience and design group recently create a

knowledge management system known as the Play book to enable the eBay design community to share design, best practice and other information. This is like the consistency considerations that went into the grating playback over the working team is rest of the eBay design community throughout the world to contribute their best practice. We also discuss how the group benefits from the system as well as lessons learned during this process. Which may help other design communities outside of eBay. It is only that information technology plays the central role in the creating and maintaining form competitive advantage even discussion turn to strategic back through animation that are so fundamental that the disturb their way and existing market operates however the role played by it. less clear cut the experience of three well-known companies, Amazon, and. And they'll and eBay. So that's the waste that IT was used to gain and more knowledge of the customer from a common component of each of their business model these companies experience also indicate that the. The task of creating the different type of business model needs to create a strategic breakthrough might be easier to achieve in a new illumination and to achieve the business goals and making business profitable.

Value chain for customers Amazon and Ebay.

Value chain is a strategy tool to analyze firm activities. It is a process where a firm identifies its primary and support activities that add value to its final product and then analyzes these activities to reduce costs it represents the internal activities. We're very Chinese. For both companies, Amazon and eBay's products pass through all activity. Value chain of these activities. The products add some value and from production to finish, they need to provide an excellent product to customers.



Task 4 Conclusion:

Overall, in this report we will discuss the Amazon and eBay companies briefly. Introduction and we will discuss here about the strength's weakness, opportunities and threat of both companies, Amazon and eBay and here we also we discuss all the similarities and differences between these companies. And we also discuss about the information system and knowledge management system of both companies We discuss about how to utilize the knowledge management system in Companies, both companies value chain They need to provide good Information technology system in their companies, and they need to utilize the updated technology system in their products to make more attractive their products and they keep in market for long run business. Knowledge management system how to use in these organization internally collect customer information and save it and use it for future purposes and the knowledge management system provides company idea to improve their business try to focus on customer needs develop the product quality and development of knowledge management system in their microenvironment. This term we learn a lot of knowledge about the information and knowledge management system, we learn about how to use knowledge management system in the organization to achieve the desired objective of our organizations and to make organizations successful and profitable in the future so we can utilize it these all the skill to achieve the goals of organizations.

Recommendation for Amazon and Ebay.

Here we will give some recommendations about both companies. First, I will give some recommendations about Amazon. Amazon needs to give employee morale. They need to give them a shift not giving them extra hours to improve employee lifestyle. . Amazon needs to hire new employees to cover the extra burden of work, then employees will be happy, and they can work happily. 2 Amazon needs to focus on their product quality. They need to give set time to customer and about order Amazon not give to rush to their suppliers and then keep eyes on products Amazon can check the quality of their products. Amazon needs to give their own products try to focus and not give customer private labels product and try to focus on their all products demand. Amazon needs to focus on their delivery system and shipping charges in competition does not need to lose profit margin. Amazon needs to improve their security system for customer details and data and protect payment system for cybercrime, they need to provide safe and secure information system and good and secure payment system.

And here I will give some recommendations for eBay. Even need to be cut down fee i. And they need to cut down the listing fee. And they need to be provide Free PayPal transaction and they need to improve their business more efficient way and even need to be make a further go strategy for long run business They need to open a more warehouse and they need to make their own products, they need to make their business stability and they need to improve their information system technology and Payment method system secure also improve their security for customer data protection from unauthorizes hands like cybercrime.

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