SW2 – Sample E-Commerce Site
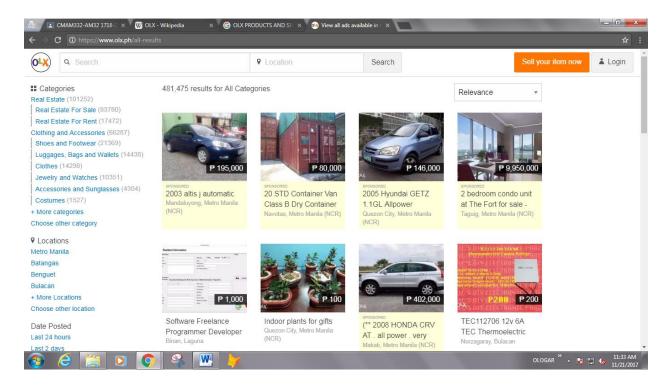
1. **NAME/ LOGO**

2. **DESCRIPTION**

OLX is an <u>Argentinian</u> global online marketplace, operating in 45 countries, and is the largest <u>online classified</u> ads company in <u>India</u>, <u>Brazil</u>, <u>Pakistan</u>, <u>Poland</u>[1], <u>Portugal</u> and <u>Ukraine</u> . It was founded by <u>Fabrice Grinda</u> in 2006.

<u>Fabrice Grinda</u> and Alec Oxenford founded the company as a <u>Craigslist</u> alternative for the world outside of the United States.[1] South African media group <u>Naspers</u>, acquired a majority of OLX in 2010 and 95% of the company in 2014.
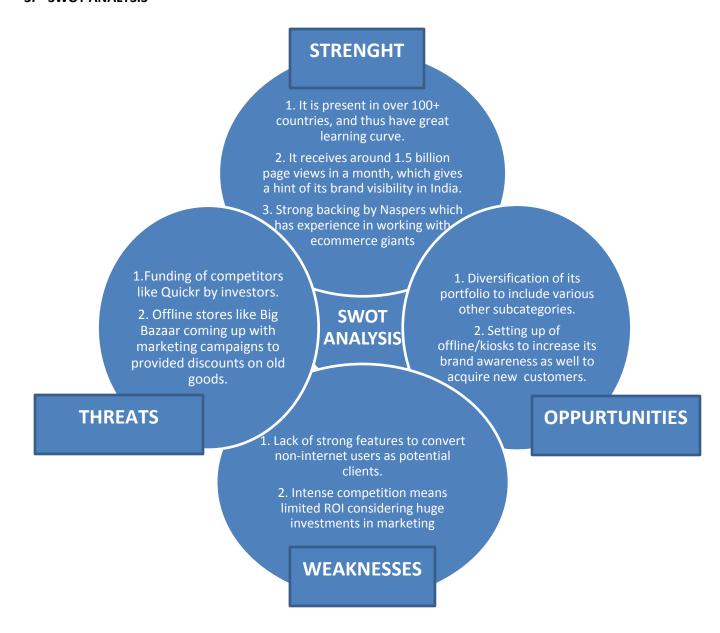
PRODUCTS AND SERVICES :

CATEGORIES OF OLX:

- ✓ **B2C (BUSINESS-TO-CONSUMER)**
- ✓ **C2C (CONSUMER-TO-CONSUMER)**

3. SWOT ANALYSIS

STRENGHT

1. It is present in over 100+ countries, and thus have great learning curve.

2. It receives around 1.5 billion page views in a month, which gives a hint of its brand visibility in India.

3. Strong backing by Naspers which has experience in working with ecommerce giants

THREATS

1. Funding of competitors like Quickr by investors.

2. Offline stores like Big Bazaar coming up with marketing campaigns to provided discounts on old goods.

SWOT ANALYSIS

OPPURTUNITIES

1. Diversification of its portfolio to include various other subcategories.

2. Setting up of offline/kiosks to increase its brand awareness as well to acquire new customers.

WEAKNESSES

1. Lack of strong features to convert non-internet users as potential clients.

2. Intense competition means limited ROI considering huge investments in marketing

Bibliography

(n.d.).

contributors, W. (2001). *OLX.* Retrieved November 21, 2017, from Wikipedia: https://en.wikipedia.org/wiki/Main_Page

OLX SWOT Analysis, USP & Competitors. (n.d.). Retrieved November 21, 2017, from mbasskool: https://www.mbasskool.com/brandguide/it-technology/13085-olx.html