

SW2 – SAMPLE E-COMMERCE SITE

Look for an e-commerce company and provide the following:

1. Name / Logo
2. Description (including products and services + e-commerce category)
3. SWOT Analysis (you may use PESTLE for the external factors)
4. References



1.

Comic Alley is a chain retail store and a pioneer in selling anime specialty products. Established in 1995, its first commercial store was in Virra Mall, Greenhills with a floor area of 17sq.m. It sold mostly U.S. Comic books, trading cards and action figures.

Later that year, it experimented in selling anime merchandise popular at that time such as Dragonball Z, Ranma ½ and Sailormoon. This was done to attract female customers since the store's clientele was primarily male. By contrating on this type of merchandise, it soon gained popularity by word-of-mouth as a unique store catering to this type of market. It has transformed itself into an "Anime Specialty Shop".

2.

Comic Alley is a Business to Customer e-commerce category. Opens to all anime-lover fans that collects valuable products related to their favourite anime for collection purposes and biddings in an auction for other anime fans (limited collection and/or rare items are only auctioned only)

3. SWOT ANALYSIS

a) STRENGTH

Comic Alley has captured the market of children, ages 6 to 12. Teenagers, and adult collectors who are still young

at heart. Majority of its clients belong to the Class A and B market and about 40% belong to the middle-class or Class C market.

Aside from its dedication to provide efficient and effective customer service, it also provides its customers a wide selection of affordable merchandise imported from around Asia. The type of merchandise ranges from stickers to posters, trading cards to limited edition toys, and hard to find collectibles. The merchandizing has always been up to date and a lot of times forecast a trend among anime lovers.

b) WEAKNESS

- **Comic Alley is for anime-lovers and collectors only.**
- **Recognized through online advertising**
- **Pays ads on Lazada, Amazon and other e-commerce websites**

c) OPPORTUNITIES

Comic Alley is the largest Anime Specialty Shop in the Philippines. The company pioneers in providing Anime Collectibles and Cosplay accessories to the niche market of Anime Lovers and Collectors. Comic Alley offers opportunity to those individual who have/haven't finish College Degrees. The company hones all of their employees in their field of specialty.

d) **THREATS**

- Competition from Japanese-authorized product/merchandise in the Philippines such as Manga Shops, and Cool Japan in product selling sector.
- Opens only in Manila area not in other provinces.
- Competition from other stores during Anime-con or Comic-con in Manila in event sector.

4. **References**

Bibliography

Vinculado, M. A. (2012). *About Us*. Retrieved November 21, 2017, from Comic Alley: <http://comicalley.net/about-us>

Vinculado, M. A. (2012). *Job Hiring*. Retrieved November 21, 2017, from Comic Alley: <http://comicalley.net/job-hiring>

