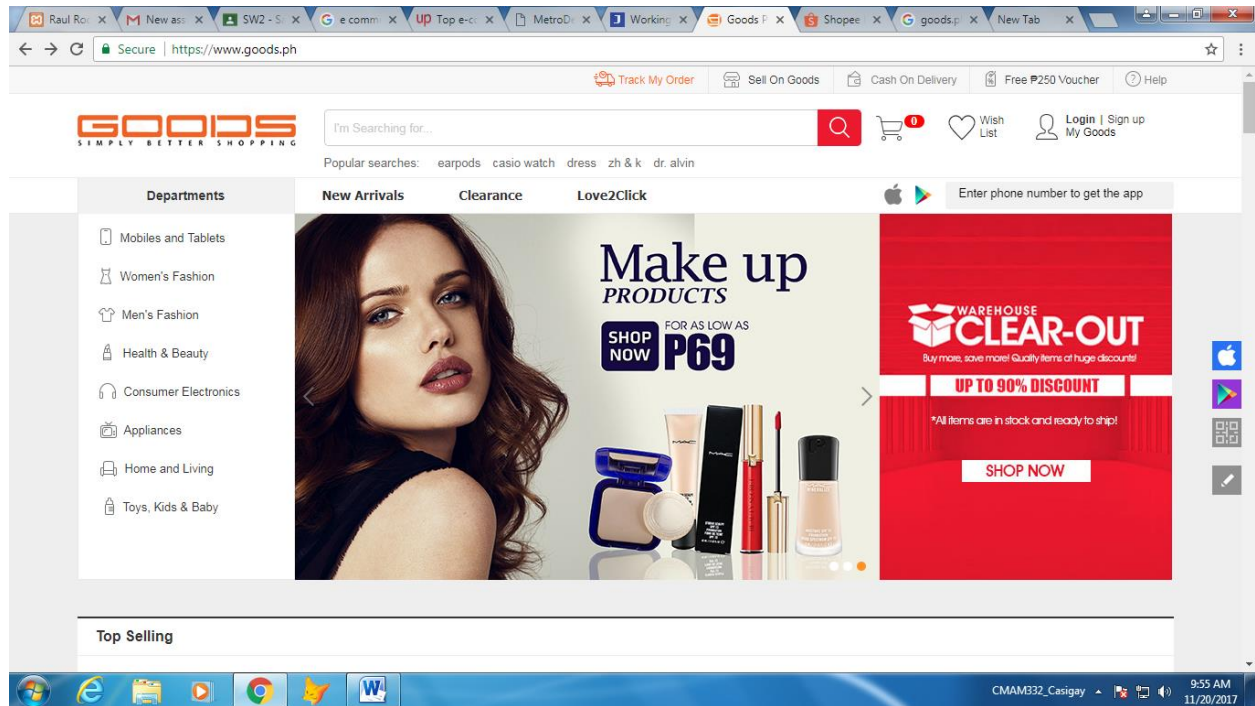


SW2 – Sample of E-Commerce Site

1. Name and Logo: Goods.ph



2. Description

Goods.ph is a B2C ecommerce site

Online shopping in the Philippines today grows rapidly as more people are turning to digital space when buying for all their needs like latest gadgets, products, and groceries.

Goods.Ph is one of the fast-growing Online Shopping website in the Philippines. Our main objective is to build an effective online brand and grow our customer base by adapting to the fast growing needs of our valuable consumers. The country-wide approach is aimed at providing customers a variety of goods via the Internet. In partnership with different couriers nationwide, our logistics system guarantees fast and efficient delivery of products. Goods.Ph also makes sure all orders made through the website are secured and safe.

Goods.Ph aims to provide the best selection of products and services through customer-oriented, convenient and efficient online shopping experience to consumers locally and abroad, thereby increasing the value of company's shareholders, as well as creating an environment that allows growth for every associate. Along with the company's dedication to innovation and excellence, Goods.ph also intend to administer development in e-commerce by displaying value of trust, honesty and integrity to consumers and partners.

3. SWOT ANALYSIS

Strength

- Trusted companies
- Reduced labor costs
- High profitability

Weaknesses

- Outdated system

Opportunities

- New acquisitions
- New products and services
- New markets
- Global markets

Threats

- Price changes
- Technological problems
- Financial capacity

4. REFERENCES:

<https://ph.linkedin.com/company/goods-philippines>

<https://www.swotanalysis24.com/swot-l/64053-swot-analysis>