

PayPal

Name

Institutional Affiliation

Date

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Topic: PAYPAL

Thesis: PayPal has been able to harness innovation and entrepreneurial prowess to create a sustainable business model as well as solve critical needs for the society within which it is positioned.

- I. Overview of the project.
- II. Introduction
 - A. Brief History: the history of PayPal Inc.
 - B. Social Trends promoting the business model: discussion of the prominence of online payment options. The discussion of the rise and the benefits of e-payments in healthcare managements systems.
 - C. PayPal current ad possible interactions with healthcare management systems. This includes potential concerns such as information breach and fraud. How will PayPal manage these challenges?
- III. Resources, Capabilities And Competitive Advantage
 - A. Resources: What are the resources that PayPal has that put it a business advantage.
 - B. Competitive Advantage: What are the company's competitive advantages over other businesses?
 - C. Capabilities: the company's capacity to succeed in the segment market. This will look at the company's particular capacity to enhance healthcare management.
- IV. Company Analysis
 - A. PESTLE analysis: This part will discuss the external environment that affects the company. Pestle analysis involves the Political, Economic, Social, Legal, and

Environment within which a company operates. This section will therefore determine the external social cultural, political and economic aspects that affect the operations of Paypal. In specific, the research will evaluate the impact of e-payments on healthcare management and the possibility of an intersection between PayPal and healthcare management.

- B. Porters Five Forces Analysis: this involves the Threat of New entrants, Competition, Buyers Bargaining Power, Supplier Power and the threat of substitutes. This is an also a tool that helps to review the company's industry specific external environment and the organization's advantages over other companies.
 - C. VRIO analysis
 - D. Carrols' pyramid
 - E. GAP analysis
- V. Global Business Strategies and their interactions with the health sector.
 - VI. Conclusion:
 - VII. Strategic Recommendations

Some of the Proposed References

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