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Amazon.com, Inc

By MINJI KIM



amazon.com

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- History & Mission of Amazon.com, Inc
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Jeff Bezos,
the founder,
chairman,
and chief
executive officer
of Amazon

History

- Began his business in July 1994 in his garage in Bellevue, Washington
- Started to sell books in 1995 first
- In 1996, launched its first online program
- In 2005, introduced the free express shipping program known as Amazon Prime
- In 2008, launched more online stuff such as furniture, apparel, food, etc

Mission

“to be Earth’s most customer-centric company”,
where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices



Target Market

Targets every customers, regardless of customers' age, gender, region, nationality, ethnic, income, occupation, education level, social status, lifestyles.

Multi-Segment Positioning

Offers a wide range of products and services at the same time to all customers.

Adaptive Positioning

A specific group is selected;
Monitors changes in external conditions very closely and carefully.
After monitoring the changes, the company repositions products and services to adapt to the changes.
In this stage, a specific group is selected.



S.W.O.T Analysis

Strengths

- A leader in the global online retail market
- With low, but efficient strategy, it has loyal customers and has a strong relationship with its customers

Opportunities

- E-commerce business has been more diversified and this market will be more diversified and grew in the future
- Can cooperate with other e-commerce companies (competitors) as one of its strategies in the future

Weaknesses

- The company is lack of focusing on specific products and service categories
- Has a weak competitive market condition

Threats

- Has low security system
- After Jeff Bezos's retirement, the company will lose its market share and its topmost position in online retail market because of no strong, remarkable leader in the company after him.

Key Competitors & Analysis

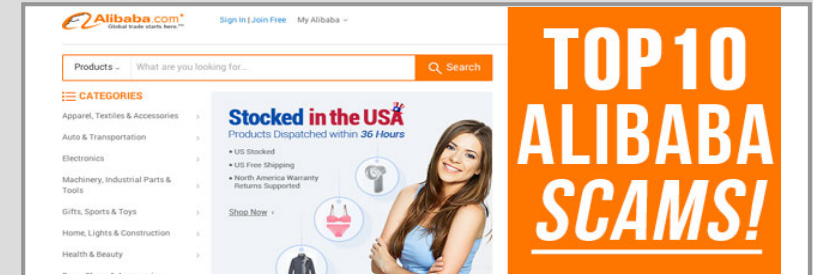


Advantages

- Dominates the online market

Disadvantages

- Has been issued with lawsuits many times by its competitors and its employees for racial discrimination
- Has no offline stores



Offers products with the cheapest price and deliver almost all countries



Has offline stores, so customers can see and touch its products directly and physically



-Offers safe payment systems with PayPal company
-Delivers its products as many countries as possible without location limitation

Recommendation

- Improve its security systems by hiring more professional technicians or cooperate with professional security companies
- Offer its services to all customers all over the world
- Service for physical and touchable products

