

## Question 1: Recommendation and Plan for Selling on Amazon

Based on the Ugandan retail company's desire to expand internationally and reach a broader audience, selling on Amazon can be a strategic move. Amazon's massive global reach and established e-commerce infrastructure offer significant potential for the company to increase its sales and brand visibility. Below is the brief plan.

- \* **Amazon Seller Account:** The company should register for a professional selling plan on Amazon, which offers more features and tools for sellers.

- \* **Product Listings:** Create high-quality product listings with clear descriptions, professional photos, and competitive pricing. Consider using Amazon's FBA (Fulfillment by Amazon) service to streamline logistics and improve customer experience.

- \* **Target Market Research:** Identify the target audience for each product and tailor marketing efforts accordingly. Utilize Amazon's advertising tools to reach potential customers effectively.

- \* **Customer Service:** Provide excellent customer service to build a strong reputation and encourage repeat business.

- \* **Compliance:** Ensure compliance with Amazon's policies and regulations, including product safety and tax requirements.

Potential Benefits:

- \* **Increased Sales:** Access to a massive global customer base can lead to significant sales growth.

- \* **Brand Visibility:** Amazon's platform provides high visibility and can help build brand awareness.

- \* **Improved Logistics:** FBA can simplify order fulfillment and shipping, reducing operational costs and improving customer satisfaction.

- \* **Data and Analytics:** Amazon provides valuable data and insights into customer behavior and market trends.

Challenges:

- \* **Competition:** The highly competitive Amazon marketplace requires a strong product offering and effective marketing strategies to stand out.

- \* **Logistics and Shipping:** Managing international shipping and customs can be complex and costly.

- \* **Platform Fees:** Amazon charges various fees, including listing fees, referral fees, and storage fees, which can impact profitability.

- \* **Brand Control:** Selling on Amazon requires sharing some control over the brand and customer experience.

- \* **Product Authenticity:** Emphasize the unique, handcrafted nature of the products to differentiate them from mass-produced items.

- \* **Shipping Costs:** Consider offering competitive shipping rates to attract international buyers.

- \* **Cultural Sensitivity:** Adapt marketing and customer service to cater to the preferences of international customers.

## Question 2: Factors Contributing to Amazon's Decreased Market Share in Cloud Computing

\* **Increased Competition:** The cloud computing market has become increasingly competitive with the rise of strong players like Microsoft Azure, Google Cloud, and others.

\* **Price Pressure:** Competitors have been aggressively cutting prices to attract customers, putting pressure on Amazon's pricing strategy.

\* **Innovation:** Competitors have been introducing innovative services and features, challenging Amazon's dominance in specific areas.

\* **Customer Focus:** Competitors have been focusing more on customer needs and building stronger relationships, leading to increased customer loyalty.

Implications on the Cloud Computing Market:

\* **Increased Innovation:** The increased competition is driving innovation and leading to better services and features for customers.

\* **Lower Prices:** The price wars are benefiting customers with lower costs for cloud services.

\* **More Choice:** Customers have more options to choose from, allowing them to select the best solution for their specific needs.