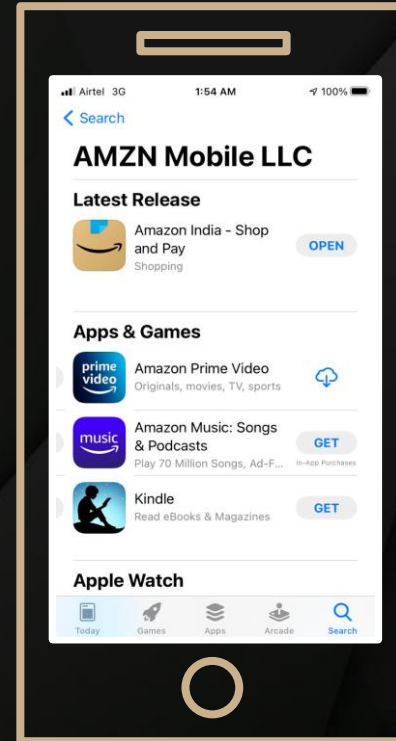




WORK HARD. HAVE FUN. MAKE HISTORY

By - HARSH THAKUR
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01

Company Overview



About the Company


 Amazon is guided by four principles:


#Customer
obsession

#Passion for
invention

#Commitment to
operational
excellence

#Long-term
thinking

 Amazon.com, is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.

 Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work.

Three Pillars



1. Amazon
#Seller



2. #Customers



3. #Developers



02

Achievements

Achievements



In 2020, Amazon has highest global brand valuation

In 2018, its two day delivery service, Amazon Prime, surpassed 100 million subscribers worldwide.



Amazon distributes downloads and streaming of video, music, and audiobooks through its Amazon Prime Video, Amazon Music, Twitch, and Audible subsidiaries



Amazon is No. 2 on Fortune's 2021 World's Most Admired Companies list.

Achievements



Amazon offers employees competitive pay and comprehensive benefits.



We recognized front-line employees by investing \$2.5 billion in additional pay in 2020.



Amazon is No. 2 on Fortune's 2021 World's Most Admired Companies list.

03

Amazon's Marketing Strategies

Four Pillars



Offering the widest range of products: The majority, 58% of products offered in Amazon platform are from third-party sellers.



Using customer-friendly interface: The tech giant has an advanced interface that integrates personalized recommendations and recent browsing history, among others.






Scaling easily from small to large : This factor plays an instrumental role in exploring new business segments.



Exploiting affiliate products and resources: Up to date, the tech giant has taken a full advantage of affiliate products and resources to contribute to the bottom line of the business.

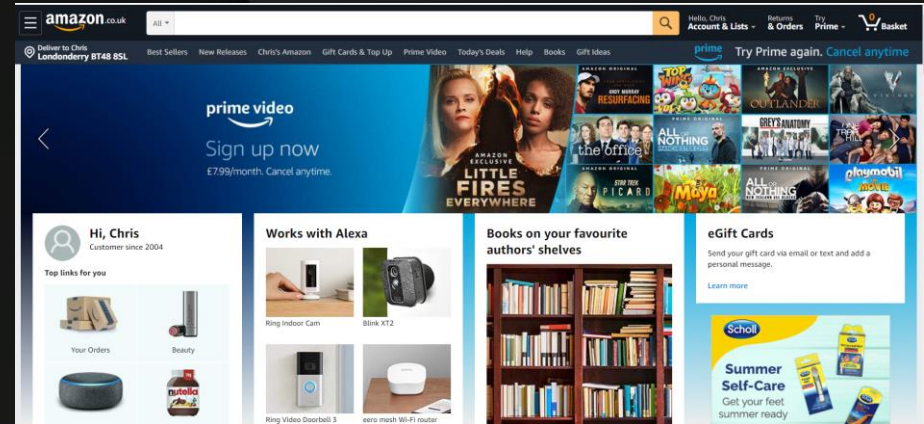
How they do it ??

-  Amazon 7ps of marketing mainly focuses on product and place elements of the marketing mix. Offering hundreds of millions of products in the USA alone, Amazon product range is the widest among online and offline retailers. Moreover, the company is able to offer its products for competitive prices due to massive cost savings based on online nature of business operations
-  Amazon segmentation targeting and positioning practices are associated with targeting the widest customer segment. The retail giant does this with the application of multi-segment, adaptive and anticipatory positioning techniques.
-  Amazon's unique selling proposition integrates the widest choice of products and services offered at competitive prices, fast delivery and exceptional customer service. The e-commerce giant places these unique selling propositions at the core of its marketing communication messages.



Online Support

Amazon marketing strategy integrates a number of targeted online marketing channels, such as Associates program, sponsored search, social and online advertising, television advertising, and other initiatives.



WEBSITE



04

**Upliftment of
Small Businesses**

Impact on Small businesses

Provide heavy profit ,
open market and
opportunities to new
players in merchandise.

It Reduces the
percentage of
unorganized sector
by bring them into
tax arena.

Its covers the lower
strata of economy , by
enlisting several
products by small scale
businesses.

It provides
choices to
customer.

Reduce
competition
among the top
marques.

Optimises Micro
small and medium
enterprises.

Case Study

Amazon cashed in on the intellectual property of books and banked on the consignment model of procuring products on demand. It signed up with two models in Bengaluru, where it is based out of. The e-commerce would procure a book from any of the dealers; pack it, and courier it to the customer. The company was receiving over 100 book orders per day and providing country-wide shipping. The zeal to succeed, extend the customer base and offer excellent services was high without letting the limited resource come in the way. Since there was no money to hire cutting-edge CRM or customer support personnel, the founders' phone numbers were listed on the website. The idea was to focus on customer services, and customer satisfaction so that when the company expands, it has their trust and base.

The user experience and technology have always been core expertise of Amazon. The website loads faster and is mobile-optimized and offers hassle-free user experience. The e-commerce website now has an app too, which is light, and easy to browse as well. Flipkart started early and had the head star when there were no competitors, and they could grow unabashedly. They had room to grow, make mistakes and learn from them without virtue signaling.





Thank You

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