**AMAZON SWOT Diagram:**

Diagram, text, calendar

Description automatically generated

**Strength :**

**Strong brand name:** Amazon is a company that is known worldwide. It has a reputation for good customer service and is very serious. This is something that will be hard to detach from them.

**Customer-oriented:** The customers are very content with what Amazon is proposing. If there is ever a problem, a solution is found quickly, and the customer remains satisfied.

**Market leader:** Amazon is ranked first on the list of top online retailers in 2021. In addition, Amazon is not only specialized in one type of service or product and sells various objects and is all over the place.

**Brand Valuation:** Alongside Apple and Google, Amazon is a giant of the internet. Its worth is estimated at 957.37 billion USD. When you are someone that has a lot of impacts it gives credit to what you are selling.

**Weakness:**

**Easy to imitate:** Since it is an e-commerce website, it is fairly easy for competitors to use the same algorithms and make their own business.

**Loss of Margin**: As of November 2022, Amazon is the world’s first public company to lose a trillion dollars in market value because of inflation, monetary policies, etc.…

**Unfair use of third data:** In 2020, The EC (The European Commission) charged Amazon with using data unfairly and reported also in the Wall Street Journal that it uses these data to determine what new products it will create.

**Overdependence on distributors:** Amazon does not really sell any project by itself (except services such as Prime Music, Video, etc.…), It mainly relies on the sale of other sellers. It is not often very good to be dependent on someone else.

**Opportunities:**

**Expanding physical store:** Amazon sells products with seller selling their objects, however, there are objects that customers often buy, and these objects can be stocked in a department store Amazon could buy.

**Driving Technology:** Amazon could be very automatized, thanks to algorithms, it can propose and sell products without needing any human contact. Even though not all the areas of the business are susceptible to these changes, many of them are.

**More acquisition in e-commerce:** Through its brand name and empirical financial state, Amazon can buy other e-commerce websites and therefore increase its value.

**Developing Market:** Because Amazon isn’t specialized in one type of product, it will allow it to adapt itself to new inventions and objects that are coming up. It isn’t stuck and would not need any big changes.

**Threats:**

**Few controversies:** Amazon seems to attack small businesses that work with it. It charges them high fees and other requirements of 30% of all their sales for example.

**Aggressive Competition:** Even though Amazon is a giant of e-commerce, there are other websites such as eBay, Alibaba, or local website that still does great. E-commerce is a very busy niche.

**Fake Products:** Because Amazon is so big, it cannot control every product that is being sold. There are a lot of fake products, and this is a big problem.

**Fake reviews:** Some sellers or companies within Amazon are writing reviews for their products in order to attract customers. There can be bots or people that have not bought the products that are writing good comments to make their products be better.