

Group Assignment 2

Strategic Roadmap for Overall Organization

Amazon Made-For-You 2

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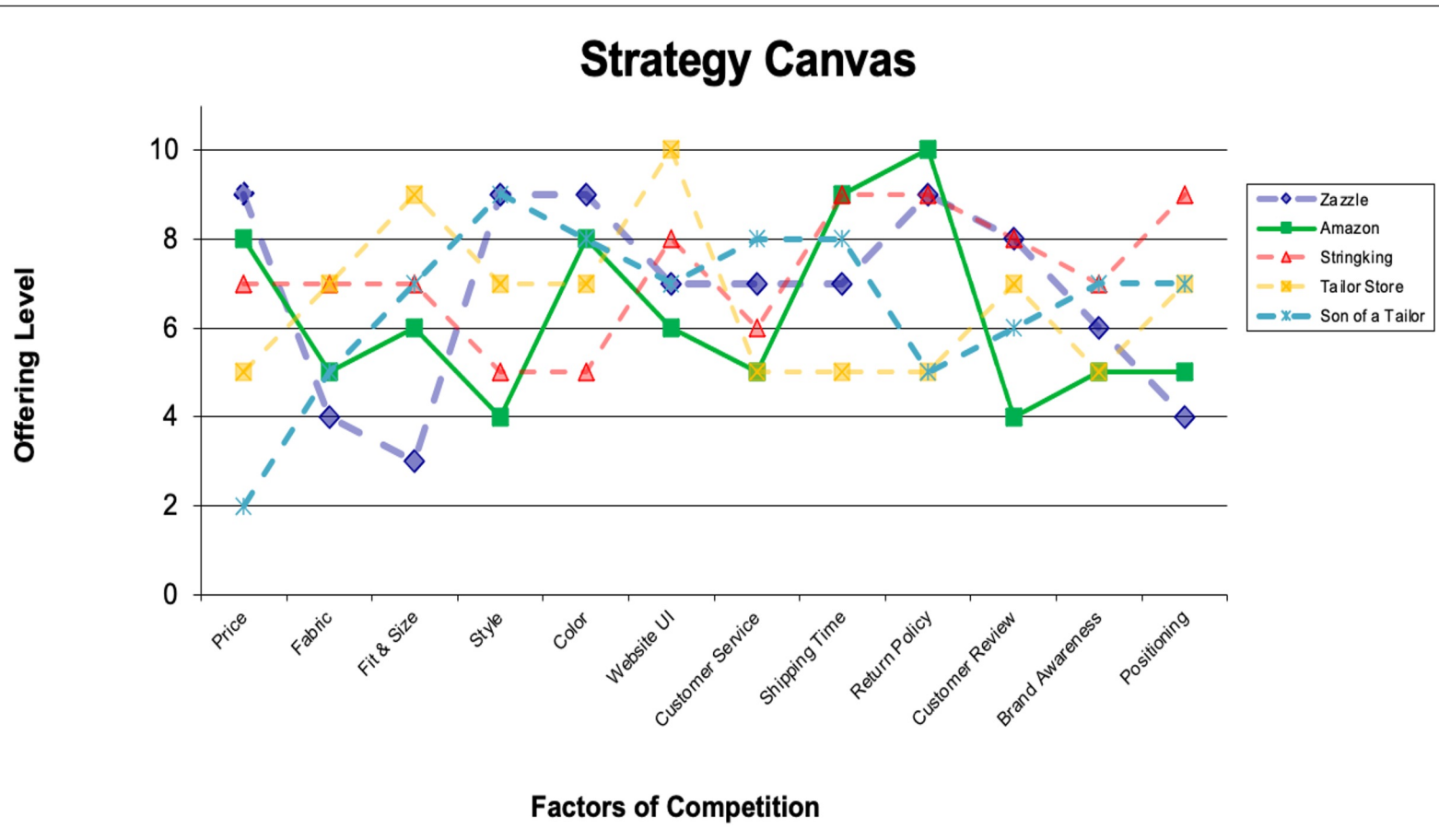
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Yafei Cai



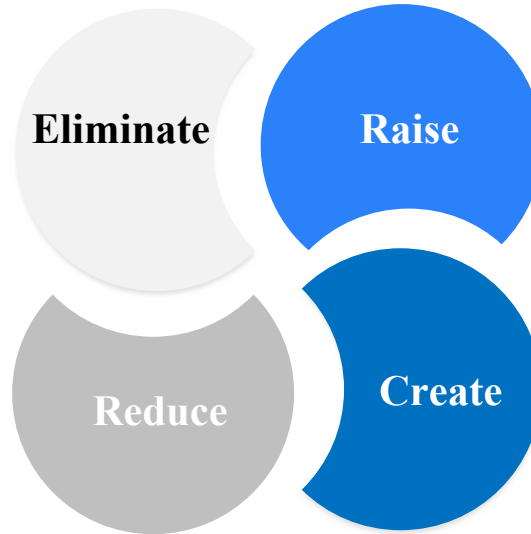
Blue Ocean Strategy Framework - *Strategy Canvas*



ERRC Grid

- Style variety

- Price
- Color options

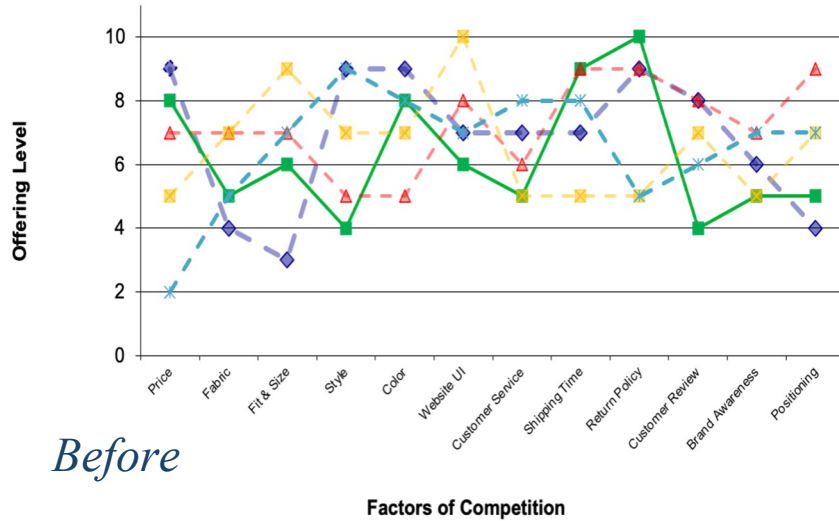


- Customer reviews
- Website UI
- Customer service
- Brand awareness
- Positioning

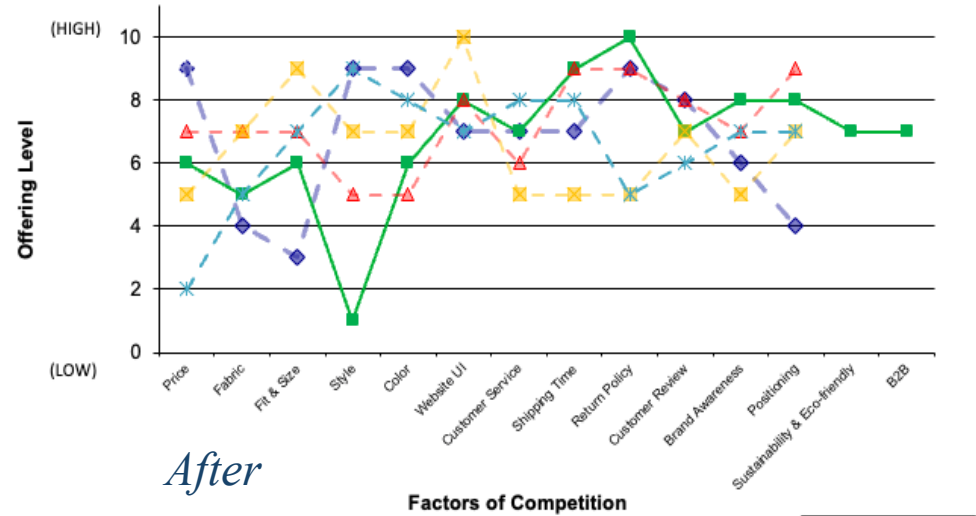
- Sustainability/Eco-Friendly
- B2B

Disruptive Innovation

Strategy Canvas

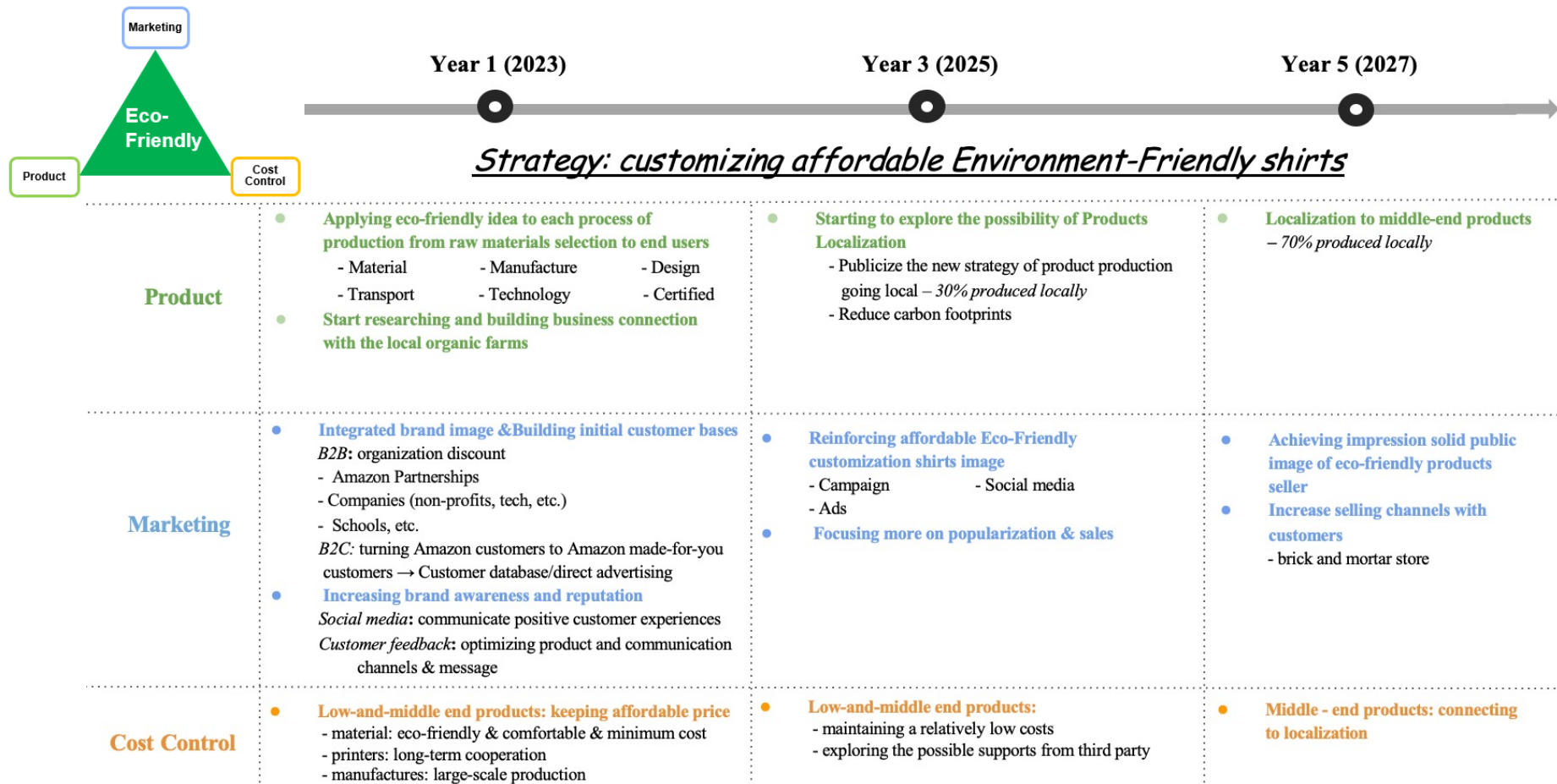


Strategy Canvas



Strategy: customizing affordable Environment-Friendly shirts

Strategic Roadmap



Multi-side Platform

1. MSP (interaction & transaction): develop an app that provide:

- 3D body measurement service for free → sign-up
- Amazon made-for-you purchase options
- Group purchases function with discount
- Blogs/article related to environmental protection → hyperlink to share on your social media account

2. MSP (transaction): develop off-line touch points with customers

- Shopbop (Amazon wonned clothing brand) physical stores → Placing products & Eco-friendly section
- Trade show

3. MSP (interaction & transaction): online generated content & ads

- Social media:
 - Recommendation from influencers
 - Natural generated contents (comments/reviews/rating/sharing)
 - Ads & redirected purchase link
- Non-profits/environmental protection related websites
- Shopbop online

