



# amazon.com® - from A to Z



## Company Overview



Mission, Vision & Values



Core Value Proposition, Objective & Strategy



Three Customer Sets



## Attention Economy and e-Trust



## Business Model



Amazon.com Business Model Evolution



Business Model Canvas – The 9 Building Blocks



eBook/Kindle



Value Capture



## Diversifying Revenue Streams



Geographical Expansion & Product Range



Amazon.com Acquisitions and Investments



Sales



## Conclusion



Sky is the limit



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# Company Overview

Founded in 1994  
in Seattle, USA

28,300  
employees

Global leader in  
e-commerce

Wide range of  
products

Worldwide  
network of  
fulfilment

Mass  
customisation

Customer  
experience

Affiliations

Stickiness





## Mission

- 'To leverage technology and the expertise of our invaluable employees to provide our customers with the best shopping experience on the Internet.'

## Vision

- 'To be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.'

## Values

- Customer Obsession
- Innovation
- Bias for Action
- Ownership
- High Hiring Bar
- Frugality

## Objective

- 'Not to discount a small number of products for a limited period of time, but to offer low prices everyday and apply them broadly across our entire product range.'

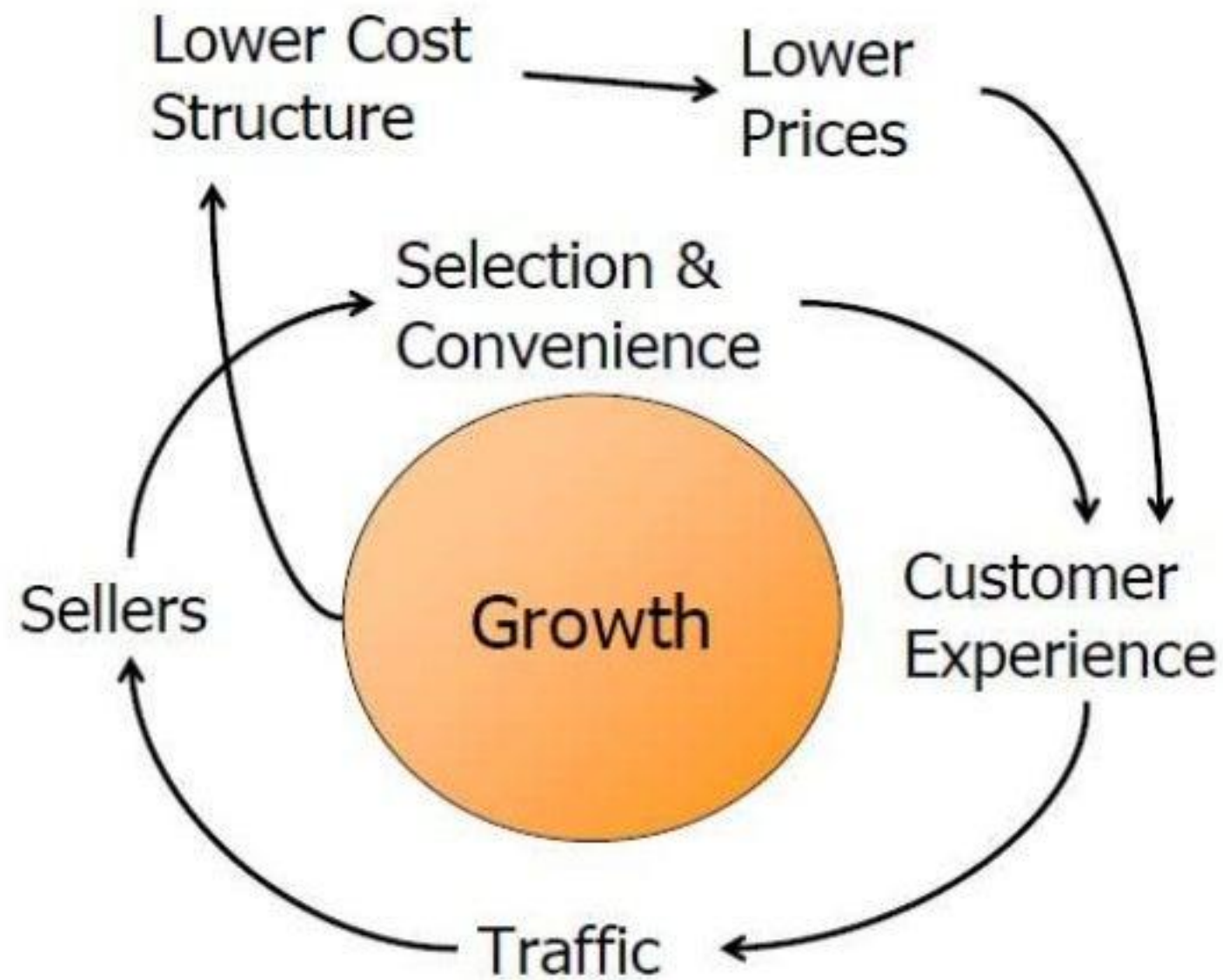
## Core Value Proposition

- Price
- Convenience
- Selection

## Strategy

- 'To 'Get Big Fast' by investing aggressively in new product categories and new businesses, by spending money on brand awareness and getting new customers.'

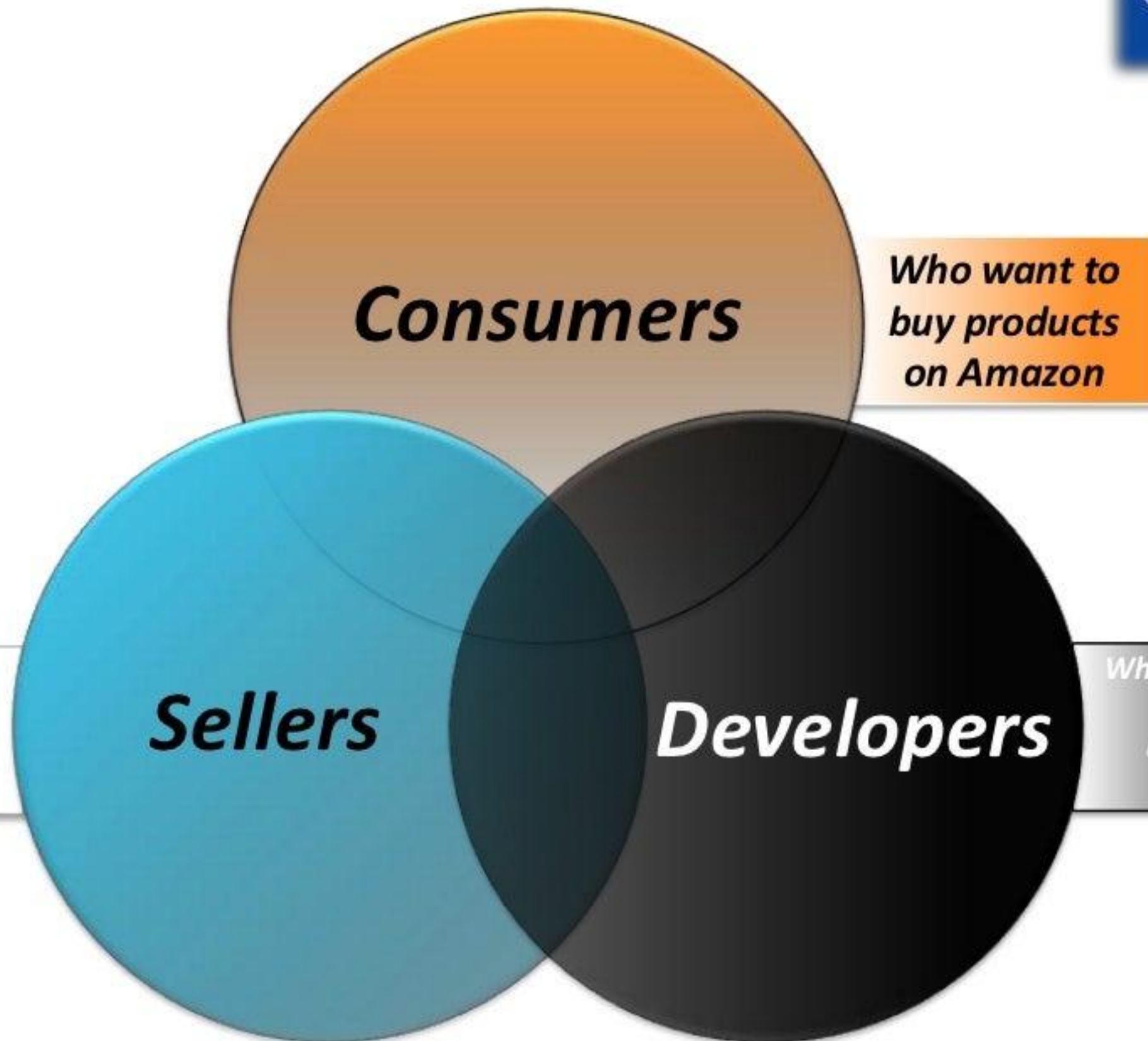
## Strategy



Source: [www.amazon.com](http://www.amazon.com)



# Three Customer Sets





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# How long do you stay @ amazon.com?

**GOAL:** Attention attraction and retention

**HOW?**

Customer's needs  
Relevant Content  
Frequent Update  
Buying habits  
Reactions to Web site design  
Demographics  
Favorite and least favorite products

**ATTENTION**

becomes the major  
currency in content  
commerce

Quality

Value

Timeliness

Appropriateness of Goods &  
Services

Business Reputation

Security in Transactions

**e-Trust**

Brand Differentiation  
Customer Loyalty



# How long do you stay @ amazon.com ?

## Stickiness



Holds customers and keeps them coming back for more!

Measurement: \*Time spent at a website  
\*Number of visits per person  
\*Number of pages viewed



Engagement

Convenience

Relevance

Community





# Relevance

# amazon.com

HERIOT  
WATT  
UNIVERSITY

# UPDATE

# Content



## Welcome to Amazon.com Books!

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consistently low prices.*

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### SPOTLIGHT! — AUGUST 16TH

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### EYES & EDITORS: A PERSONAL NOTIFICATION SERVICE

Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

# Products & Services

The screenshot shows the Amazon.com homepage with a navigation bar at the top. The main banner features the 'The All-New Kindle' with the tagline 'Smaller, Lighter, Faster with 50% Better Contrast' and an image of the Kindle device. Below the banner, there are three columns of links: 'Get to Know Us' (Careers, Investor Relations, Press Releases, Amazon and Our Planet), 'Make Money with Us' (Sell on Amazon, Join Associates, Advertise Your Products, Self-publish with Us, See all), and 'Let Us Help You' (Shipping Rates & Policies, Amazon Prime, Returns, Help). The bottom right corner features the Amazon logo.



Engagement

amazon.com

HERIOT  
WATT  
UNIVERSITY

## Interactivity & Production Values



### 207 Reviews

5 star:		(91)
4 star:		(56)
3 star:		(30)
2 star:		(14)
1 star:		(16)

### Average Customer Review

★★★★☆ (207 customer reviews)



### Most Helpful Customer Reviews

30 of 33 people found the following review helpful:

★★★★☆ **They are Human: Day & Age**, November 24, 2008

By **Nathan Beauchamp "Dakotad555"** (Oak Park, IL USA) - [See all my reviews](#)

VINE™ VOICE TOP 50 REVIEWER REAL NAME

**Amazon Verified Purchase** ([What's this?](#))

**This review is from:** [Day & Age \(MP3 Download\)](#)

The Killers have a special place in my heart. They excel at writing engaging lyrics, creating passionate musical riffs, and forming choruses that are sometimes so good they're magical: "Bling (Confessions of a King)" and "Read My Mind," from Sam's Town, or "Mr Brightside" or "Smile Like You Mean It" from Hot Fuss.

It's safe to say I had huge expectations from Day & Age. Most of the tracks met them, but a few were genuine disappointments.

Help other customers find the most helpful reviews

Was this review helpful to you?







## Personalization

## Co-Creation & Recognition

Hello, Anabel Juarez. We have recommendations for you.  
New For You\*

Share your thoughts with other customers:

Create your own review



Flamingo [Deluxe Edition]  
(Audio CD) ~ Brandon Flowers  
★★★★☆ (48) \$12.99  
[Fix this recommendation](#)



resonate: Present Visual  
Stories... (Paperback) by Nancy  
Duarte  
★★★★★ (15) \$19.77  
[Fix this recommendation](#)



LOOK INSIDE  
The Dragonfly Effect: Quick, E...  
(Hardcover) by Jennifer Aaker  
★★★★★ (8) \$17.13  
[Fix this recommendation](#)

## Customization

### Your Recent History [\(What's this?\)](#)

#### Recently Viewed Items



[Day & Age](#) ~ The Killers



[The Wiley Guide to Project, Program, and  
Por...](#) by Peter Morris



[Made to Stick: Why Some Ideas Survive and  
Othe...](#) by Chip Heath

## Ownership & Belonging



### Most Recent Customer Reviews

#### ★★★★☆ Killers stick to their M.O.

Most bands make changes gradually; it's rare to find a band or artist that leaps from genre to genre like Tarzan on the express vine. [Read more](#)

Published 17 days ago by Brandon Nolte

#### ★★★★☆ My Favorite Killers album

The most annoying thing about reading other reviewers on The Killers is how many people LOVED Hot Fuss, dislike Sam's Town and loathe Day & Age. [Read more](#)

Published 19 days ago by Juz Man

#### ★★★★★ The Answer Is ...

The question is (of course) "Are we human or ...".

First off, my rating is for Human only, by far the most popular song on this album (the only one I own). [Read more](#)

Published 2 months ago by Ted F. Schme







1  
**Easy Navigation**



2

**Browse**  
**Popular Features**  
Music Gift Store  
MP3 Downloads  
Best Music of 2010... So Far  
New Releases  
Music Recommendations  
Buy a CD, Get \$1 in MP3s  
**Genres**  
Alternative Rock  
Blues  
Broadway & Vocalists  
Children's Music  
Christian Music  
Classical Music  
Classic Rock  
Country

## Music

Browse [bestsellers](#), [MP3 downloads](#) and [new releases](#)

### More Items to Consider

You viewed



Day & Age  
The Killers  
Audio CD  
~~\$13.98~~ \$9.99

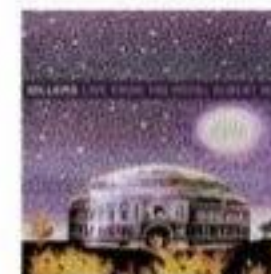
Customers who viewed this also viewed



Hot Fuss  
The Killers  
Audio CD  
~~\$13.98~~ \$13.85



Flamingo [Deluxe Edition]  
Brandon Flowers  
Audio CD  
~~\$19.98~~ \$12.99



Live at Royal Albert Hall [CD/DVD]  
The Killers  
Audio CD  
~~\$19.98~~ \$14.99

**Variety**



3

### Day & Age

The Killers | Format: Audio CD  
★★★★☆ (207 customer reviews)

List Price: ~~\$13.98~~

Price: **\$9.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: **\$3.99 (29%)**

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40 new from \$7.97 30 used from \$3.99

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5



4





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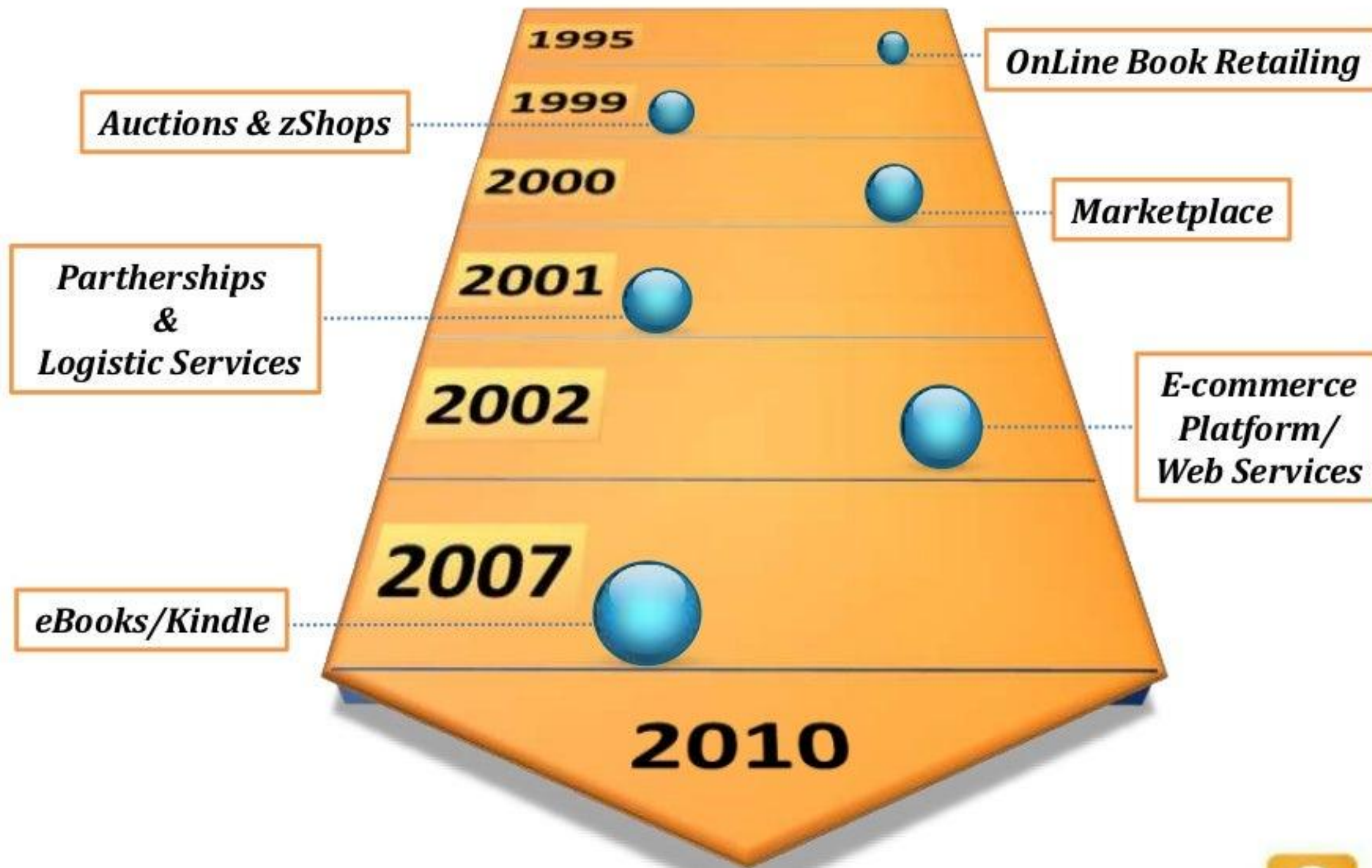


References





# amazon.com<sup>®</sup> Business Model Evolution



# Business Model Canvas

## 9 building blocks

