Let's go through the unique features that make it stand tall and credited it as an e-commerce giant.

1. **The creative and catchy brand logo:**
   Amazon is the largest river in the southern part of the USA but Jeff Bozos' intention is beyond that. The arrow mark in the name starts from A and ends at Z. This resembles a one-stop solution for A to Z products for selling and buying.

2. **UI/UX design:**
   To be a top-notch website doesn't require any sparkling designs, animations, etc. that affects the site loading speed. It should be so simple like Amazon based on the latest web design trends so that the users can easily navigate through pages, browse conveniently, and use it efficiently. Check the responsive style of Amazon.

3. **Security:**
   Security is the key to any business' success. Encrypt all the data related to the products, users, payments, other important information so that the hackers can't decipher it even though they have stolen your data. Besides, having a backup service will be a merit for your online store.

4. **Hosting:**
   Hosting holds prime importance in e-commerce sites. As online stores have a huge stack of pages and products, it is difficult to maintain the fast page loading speed all the time. The speed of the site depends on the site server and hosting type. Opt for a server either Virtual Private Server(VPS) or Amazon Web Server(AWS) that handles a lot of users, products(multi-vendor), and all the data so that they can make a fast and convenient shopping experience possible.

5. **Development Requirements:**
   - Programming language: PHP language can provide security and is scalable too.
   - Required framework: Use frameworks that fit your business requirements based on the coding language.
   - Development platforms: Use either Magento and Prestashop that can handle the site better.

- CMS: It is a pivotal part of a website. Decide the right CMS by keeping the volume of content, security, and speed in the mind. WordPress is highly preferable because of its capabilities in managing the content. The preferable WordPress themes are All store, shopkeeper, and flatsome. And set up a Woocommerce plugin if you need a predefined complete e-commerce store. The key point to be noted is the Amazon website has all the product's short descriptions along with figures. This attracts customers most.

6. **Integrations:**

   Every e-commerce website development must have multiple integrations like Amazon such as
   - Chat API
   - Social media links
   - Multiple payment gateways (supports around 12)
   - Multi-store support

7. **Cart Features:**

   Amazon allows hassle-free checkouts and payment processing. It enables users for automation of payments(recursive) which saves their time by avoiding the provision of details for each transaction.

8. **Revenue sharing module:**

   Amazon provides a revenue sharing module by allowing third-party sellers to share profits by allowing commissions on reselling.

9. **Tax and shipping configuration:**

   Amazon set up multiple tax and shipping configurations on its website so that it can serve global users and vendors on a single interface.

The below table depicts the list of features that Amazon has on its site.

Features		
Sellers	**Buyers**	**Admin**
- Registration - Profile Management - Product listings - Payments - Shipping - Orders - Notifications (orders, refunds, claims, listings, offers, changes in the accounts, tips) - Reports - Billing and Reconciliation - Ratings and Reviews	- Registration - Profile Management - Payments - Shipping - Buying - Messaging (chat support) - Customer support - Subscription Management - Push Notifications - Wishlist - Ratings and Reviews - History	- Dashboard - Manage Profiles(both sellers and buyers) - Manage orders, notifications, inventory, ratings, and reviews - Track orders - Reports and Analytics