

# Case Study – Report

**Name of Student:** Mrunalini Pachpute

**Division - Roll. No:** B-57

**Class:** SE

**Subject:** Management Information System

**Topic Name:** Amazon Vs. Wal-Mart: Which giant will dominate E-Commerce?

## Description:

### Introduction:

Amazon and Wal-Mart are two of the most influential players in the global retail sector. Amazon, a pioneer of digital commerce, revolutionized online shopping with its customer-centric and technology-driven approach. On the other hand, Wal-Mart, the world's largest physical retailer, is leveraging its expansive store network to strengthen its presence in e-commerce. This case study delves into their business models, e-commerce strategies, strengths and weaknesses, and their competition for e-commerce supremacy.

### Company Background:

- **Amazon** was founded by Jeff Bezos in 1994 as an online bookstore. It rapidly expanded into a multi-category global e-commerce platform, driven by innovations in AI, logistics, cloud computing (via AWS), and customer experience through services like Amazon Prime.
- **Wal-Mart**, founded in 1962 by Sam Walton, is renowned for its “Everyday Low Prices” strategy and robust brick-and-mortar presence. With over 10,000 physical stores worldwide, Wal-Mart began its digital transformation to counter Amazon's growing influence in online retail, making strategic acquisitions and expanding its digital capabilities.

### E-Commerce Strategies:

- **Amazon's Strategy:**
  - Heavy investment in technological innovation (e.g., Alexa, drone delivery). Prime membership ecosystem offering fast delivery and exclusive content.
  - Extensive third-party seller marketplace.
  - Advanced logistics and last-mile delivery powered by data science and AI.
  - Strong international market presence.