

Assignment 3

Purple Group 5

Tan Chow

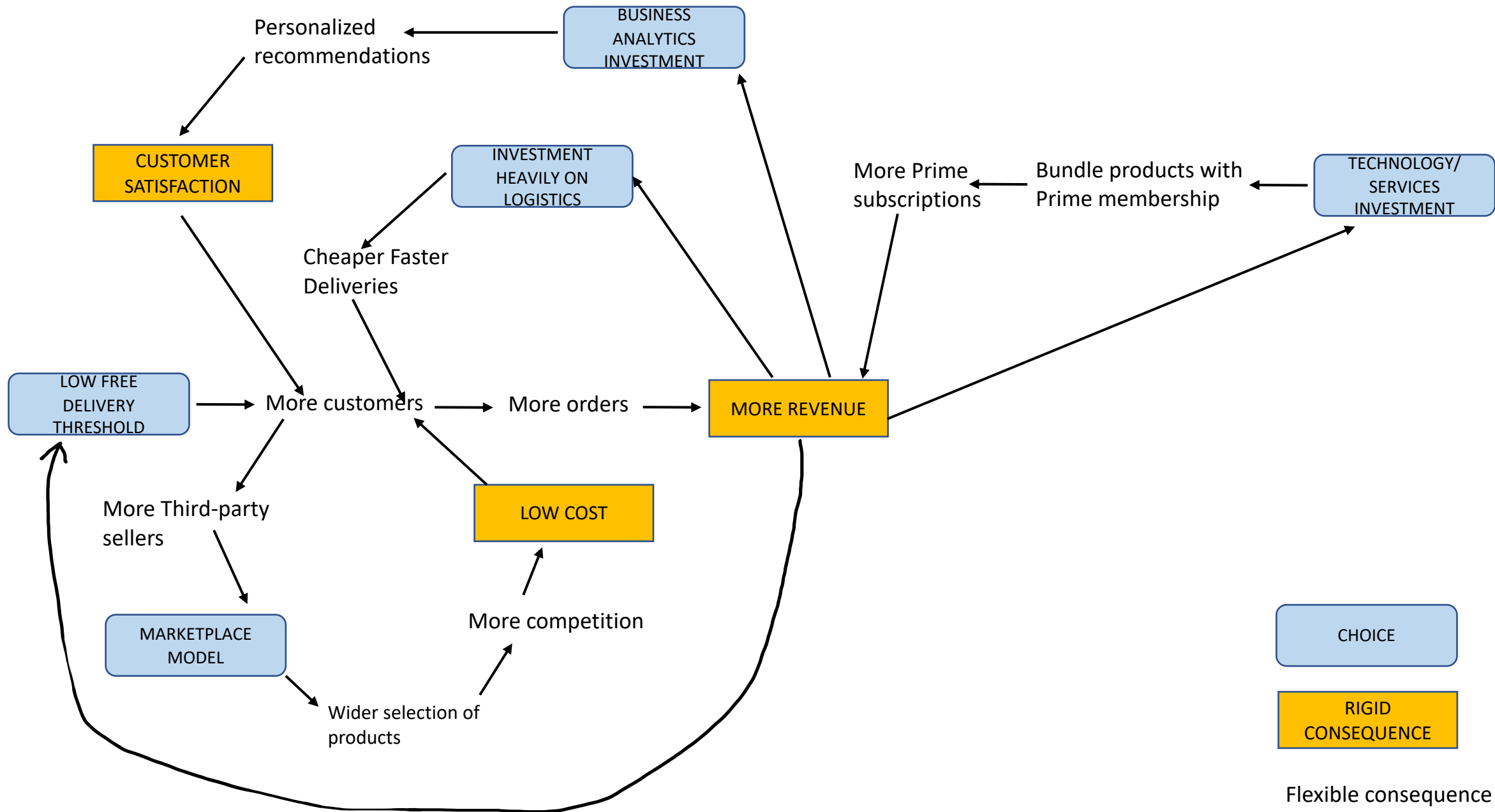
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Santhoshi Kuruvella

Deyashini Chakravorty



Amazon's Key Virtuous Cycles

- Low Free Delivery Threshold >> More Customers >> More Orders >> More Revenues >> Enables Low Free Delivery Threshold
- Invests in Business Analytics >> More Personalized Recommendations >> Customer Satisfaction >> More customers >> More Orders >> More Revenue >> Even more investments
- Investment in Technology Products and Services >> Bundle products with Prime Membership >> More Prime Subscriptions >> More Revenue >> Further Investments in Products and Services
- Improve Logistics Capabilities >> Cheaper and Faster Deliveries >> More Customers >> More Orders >> More Revenue >> More Investment in Logistics Capabilities
- Offers Marketplace Model >> Wider Selection of Products >> More Competition >> Lower Prices >> More Customers >> More 3rd Party Sellers >> Better Marketplace