

Amazon Business Analysis Plan

Domain Knowledge

Website

Mobile App

Real time online chat, text based & chat bot

Goods & Services

Foods & groceries

Digital goods – software, e-books, music & streaming app

Ecommerce Marketing Strategy

Emails, online Ads, social media, price comparison & affiliate marketing

Ecommerce Category

B2B

B2C

C2C

Types of Ecommerce

Online retail

Ecommerce Marketplace

Requirements

Business requirement = The requirement is to improve the user experience when searching for their ideal seller.

User requirement = Is to simplify the review process of all sellers.

System requirement = Is to add badges besides the sellers, showing the ranking of services, goods & quality. This will save time in scrolling through many pages of reviews in search for the users ideal seller.