**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 = We would like to save our customer’s time when scrolling through reviews so that we can improve the overall customer experience when searching for their ideal seller.

Stakeholder requirement = We need to distinguish the quality of the seller and to make it visible to the customer and save time when reading the reviews.

System requirement = Is to simplify the review process

Solution 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 user's ideal seller.

Transition requirements = The user must be trained on how to navigate the system.