The article chosen is about Amazon, and a follow up on the bribery claims written by a BBC journalist. What is happening right now is that Amazon is investigating the claim that their employees were accepting bribes to give away confidential sales data. There are also claims that some independent sellers were deleting negative reviews and having accounts unbanned by paying Amazon employees anywhere between $80 and $2000 according to the Wall Street Journal. Amazon has come out since and stated “We hold our employees to a high ethical standard and anyone in violation of our Code faces discipline, including termination and potential legal and criminal penalties.”(BBC, 2018) and have said they have zero-tolerance and will take swift action against these sellers who had bribed Amazon. Amazon was also tipped off about this practice being used in China, and independent brokers using the Chinese app WeChat to connect with the Amazon staff.

Although the article does not completely apply to the chapter about strategy, it can still be talked about and how Amazon is dealing with this and the predicament that they are in. Because Amazon has grown into a large website where sellers can openly sell their stuff, Amazon gives them a lot of power, but because of this incident, Amazon is put in a position where the sellers had too much power (even done illegally) and with the amount of product on Amazon coming from third-party sellers (approximately 50% of sales on the marketplace are from third-party sellers.(Dunne, 2017)) they have a lot of people to go through and check to see if each one had bribed Amazon and had accounts unbanned or ratings deleted. In the textbook chapter, it states that Bezos wanted to make this the most accessible store and grow it as big as possible (Foundations of Strategy, p.4, 2014), but without using tactics as much, may have not predicted the outcome of the third party market to be so large that they couldn’t control it. Now although this is a very large disadvantage for Amazon because of their size, even though a few sellers may have bribed them, the amount is unknown and probably very small in comparison to the large pool of third party sellers that currently use Amazon. This can be considered another set back for Amazon, but after them losing a lot of money through investments and dot.com in 2000 (Foundations of Strategy, p.6, 2014), they should be able to recover.

This affect consumers of Amazon, because although there were probably a small amount of sellers that had done these unethical things, brands require trust and loyalty from customers to stay popular, and if a consumer wants to buy something and they look at the reviews, they shouldn’t feel like they need to take it with a grain of salt, and have genuine good and bad answers.

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