Basic About amazon

1’ Total Amazon User

2. Top 5 Products

3. Top 5 innovation

4. worst 5 products

Amazon Prime

Amazon cloud.

Modules

* **Leadership Principles:**1. Deliver Results, 2. Invent and Simplify, 3. Earn Trust

HM should mainly be looking at: 1. Product adoption, 2. Global Scaling, 3. How you work with tech team

Product strategy

1. Double the Amazon prime Subscribers by 2025 (2X

Overview – Bundle service for Amazon products

Prime – OTT, Music, Shopping, grocery, audio, kindle , Gaming

Amazon Prime 2B customer

1. Fully subscribed 80%
2. Free trails 20%

Pros and cons

100hrs /10 = 100\* 10 = 1000$

Prime subscription 150$ years

Less Prize = More values= More customers

Less Prize = More values+ More modules like health medicine, live sports and news, = More customers

Cons

1. I’m not fully aware of what are its uses = Not talking full advantage
2. Each has its own competitor

OTT Prime = Netflix. Hulu

Shopping – Temu, Flipkart , Myntra, shein, just buy

Grocery – Walmart, Instakart

Kindles – Local Liby app

Music – Spotify, Utube music

Fast shipping. whole foods , fresh , prime game .

1. No control on usage of one single account (We are unable to acquire more customer)

Cross product

85% who use Amazon Prime 100% they may not use kindles so, they cancel their subscription after watching certain shows are movies

100% may not use amazon music 85% Amazon music (After reading 100 fav books they may not use the subscription)

1. I might not know about other brought nenifts
2. I don’t need, Or I have competitor who has more offerings than the standalone tool.

Solutions

1. Ads
2. Having customized dashboard (What I use, what I use less ). Permolized based on user preferences
3. Limiting the number of users
4. Top 3

Improving them constantly (would grab the attention for rest)

1. Adding more values in packeges , No pakage security , easy return

Virtual trial on for dress.

1. Wastage reduction – like offers on near expiring

Allowing the users to create grocery list, Monthly usage monitoring , suggesting

product based on grocery list.

4 star store. (Amazon basic )

1. Cross promotional

100 Books in kindle can watch one free paid movies in Prime video

First 10 grocery in 3 months get 20 books to read free.

1. Limiting device or usage, (Per user )