

Assignment on “AMAZON.COM”

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JSB (2014–16)



amazon.com®



the
everything store



About Amazon:

- ✓ Electronic commerce company launched in 1995
- ✓ Deals in various commodities and services –





Save up to 65%
on Select Styles from WHEEL PROS.

[>Shop Now](#)



WHEEL  **PROS**

amazon



cloud drive

- ✓ Services – online shopping, Web hosting, Content Distribution
- ✓ Employees – 132,600 (June 2014)
- ✓ Written in – C++ and Java
- ✓ Advertising – Web banners, videos, News paper, TV commercials
- ✓ Available in – English, French, German, Spanish, Italian, Japanese, Chinese, Brazilian Portuguese



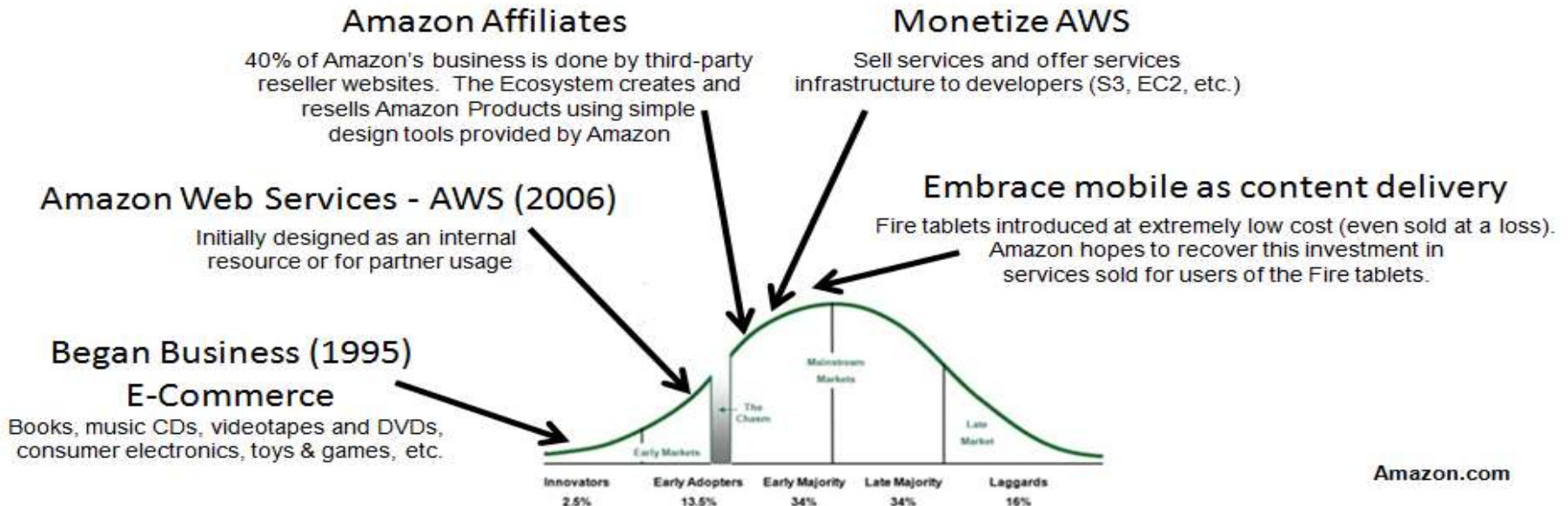
Business model of 'Amazon'

amazon.com

1997 IPO \$18 (9/11/2012 Stock Price \$255)

- E-Commerce (100% cloud-based)
- Design services – AWS (build technology)
- Build ecosystem (offer simple cut & paste integration)
- Resell cloud services (EC2, AWS)
- Deliver services - Embrace mobile (Fire)

Amazon.com started business in 1995 in the highly competitive electronic commerce market at a time when few people trusted purchasing items online. Additionally, the Amazon business model was discounted as not viable. If they had continued to be strictly an e-commerce company then this might have been the case. Amazon, however, has continually evolved their business Model to adapt with changing market conditions. Additionally, they have been extremely successful in leveraging existing resources to the maximum.



Different modes of business:

amazon.com.
marketplace

amazon
fulfillment

amazon *Prime*

amazon payments

amazon kindle

kindle fire

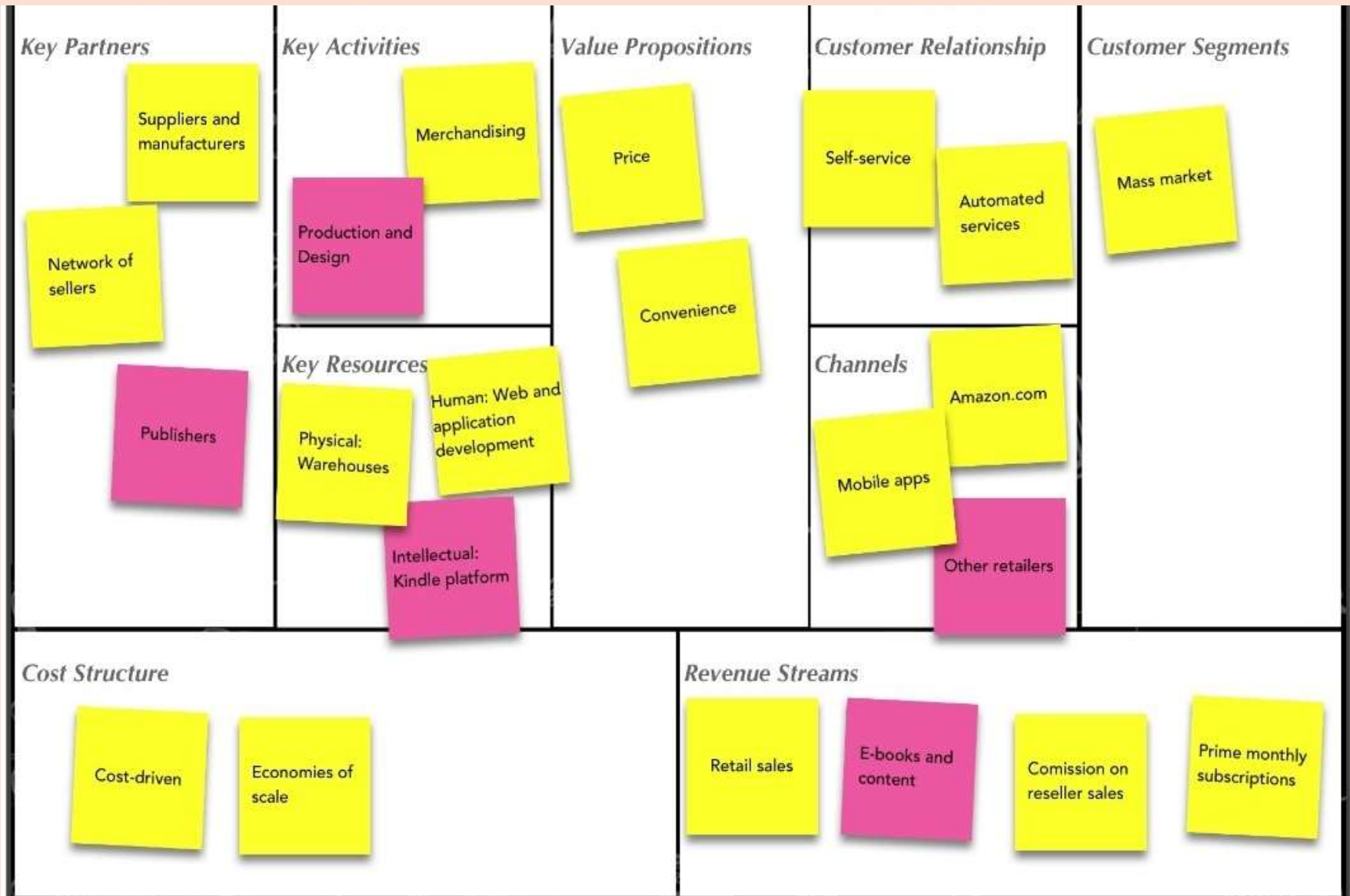
amazon fresh

amazon
reviews


amazon
Vine™ Voice

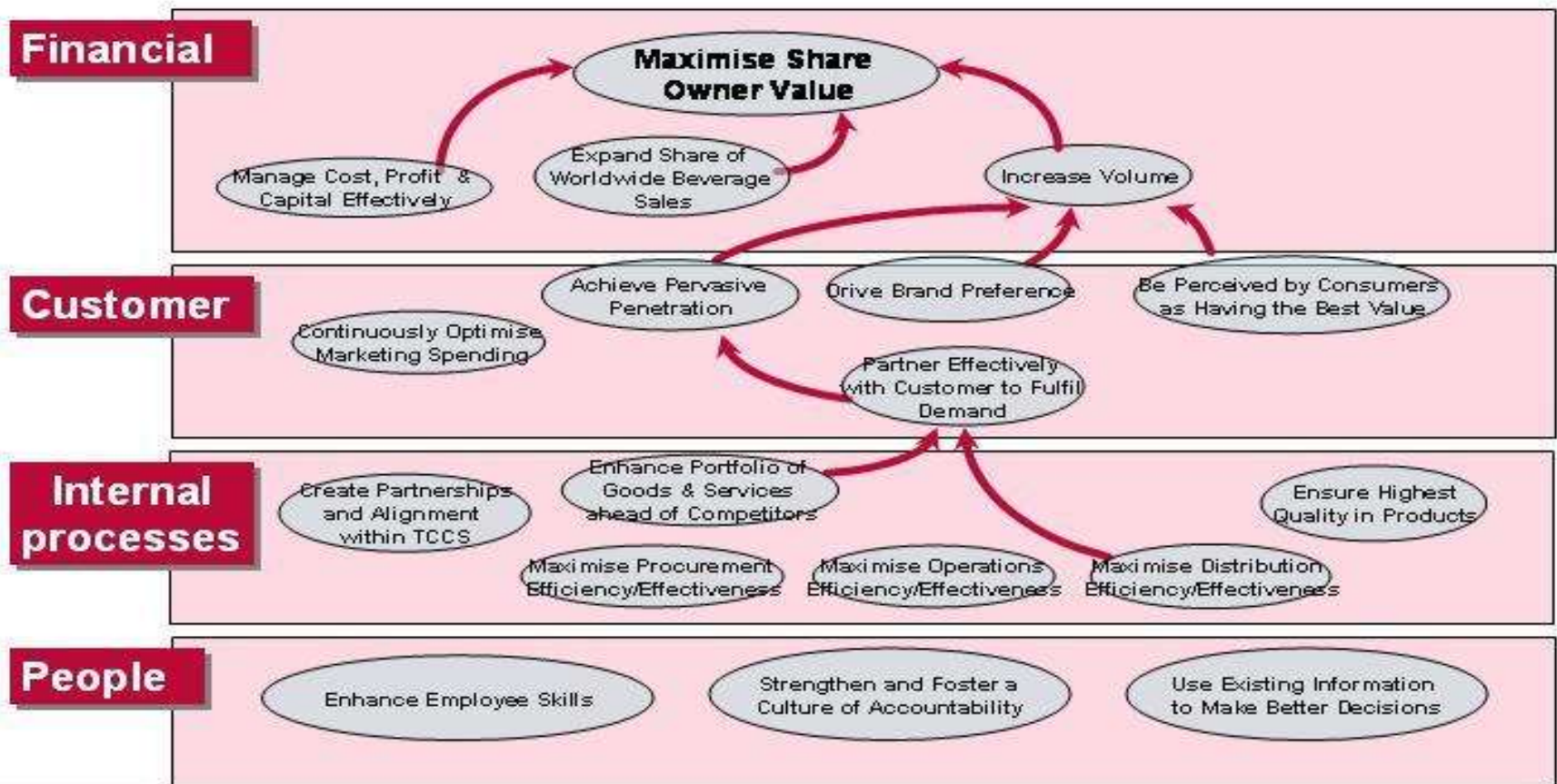


Business model Canvas of Amazon



Business Strategy:

The Strategy Map



Strategy of promotion”:



Operational marketing of 'Amazon':

- ✓ Search Engine Optimization
- ✓ Search Engine Marketing
- ✓ Email Marketing
- ✓ Content Marketing
- ✓ Affiliate Marketing
- ✓ Social Apps Development



Operational marketing of 'Amazon':

- ✓ PRODUCT MERCHANDISING
- ✓ MARKETPLACE MANAGEMENT
- ✓ ANALYTICS & REPORTING
- ✓ CREATIVE & TECHNICAL SERVICES



Back end process of 'Amazon':

- ✓ Four software development centers worldwide
- ✓ Developing the technology
- ✓ Amazon running is entirely **Linux-based**
- ✓ Amazon has the world's three largest Linux databases, with a total capacity of 7.8 terabytes (TB), 18.5 TB and 24.7 TB respectively
- ✓ The central Amazon **data warehouse** is made up of 28 **Hewlett Packard (HP)** servers



Back end process of 'Amazon':

How Fulfilment by Amazon Works

FBA helps third-party sellers grow by giving them access to Amazon's world-class fulfilment resources and expertise, acclaimed customer service, and trusted shipping options.



Revenue and Profit margin:

- ✓ Revenue

US\$ 74.45 billion (2013)

- ✓ Operating income

US\$ 745.0 million (2013)

- ✓ Net income

US\$ 274.0 million (2013)

- ✓ Total assets

US\$ 40.15 billion (2013)

- ✓ Total equity

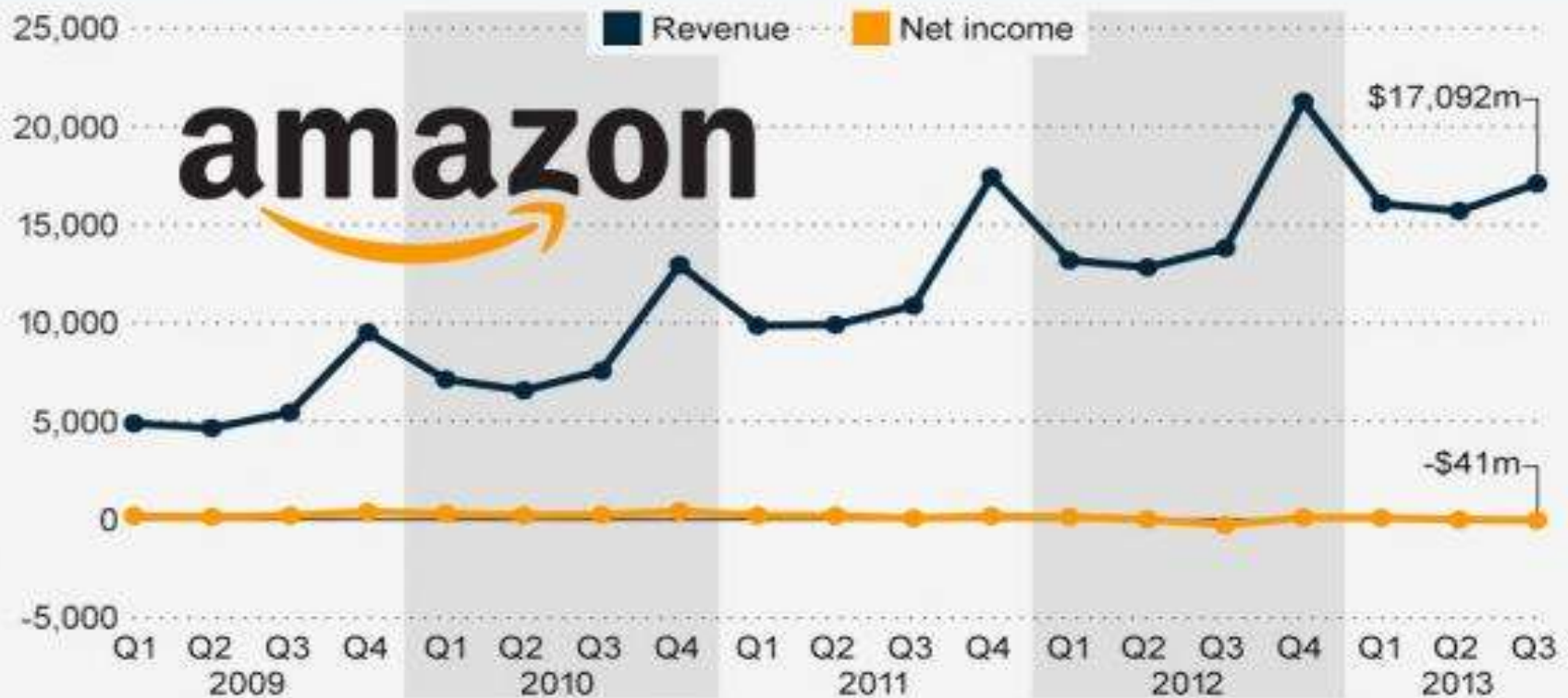
US\$ 9.74 billion (2013)



Revenue and profit margin:

Amazon Remains Focused on Long-Term Growth

Amazon's revenue and net income from Q1 2009 to Q3 2013 (in million U.S. dollars)



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