

Title: RC - The Amazon Killer

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Just a thought/opinion.

RC is planning to take down Amazon "brick by brick" by aiming at specific industries that they lack in and building strong competition against them.

His first brick was Chewey, take away the Pet Market from Amazon.

His second brick was GameStop, take away the video game market from Amazon.

Now, he reached out to BeBafBeyond to suggest to their board of directors to capitalize on Buybuy Baby, to take away the Baby/Infant product market.

He's not creating one giant mega e-commerce store like Amazon. To take them down, you have to take them apart. And keep them separated so that a monopoly isn't possible. I think this was his intention.

TLDR: Gmerica isn't one huge ass store selling all products, it's a metaphor for a market with individual companies allowed to thrive in their own specific niches without one huge corporation that has its hands in all industries like Amazon. A real market.