



LOOP

Different colour refer different loop

Product Variety → More Customers → Increase Sales Volume →larger market → More vendor --> Product Variety

Lower Price → More Customers → Increases customer satisfaction→ Increase sales volume → larger market -> more bargain power over supplier -> economic of scale -> lower prices

Robust benefits for Prime Membership → Repeat Purchases → Increase sales volume → larger market → more vendor→ increase product offering -> high profit -> Robust benefits for Prime Membership

Invest in transportation Network & Logistics→ Increase efficiency & reduce dependency on 3rd party→Same-Day Delivery for Packages-> vertical integration→ Increase customer satisfaction→ Increase sales volume→ larger market → more vendor→ increase product offering -> high profit ->Invest in transportation Network & Logistics

Invest in customer experience-> Efficiency quality 24/7 customer service-> Increase Customer satisfaction -> Increase sales volume-> Larger market -> More vendor-> Increase product offering->Higher profit ->Invest in customer experience

