

LOOP

Different colour refer different loop

Product Variety \rightarrow More Customers \rightarrow Increase Sales Volume \rightarrow larger market \rightarrow 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

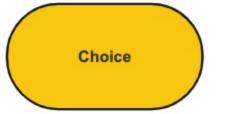
Robust benefits for Prime Membership \rightarrow Repeat Purchases \rightarrow Increase sales volume \rightarrow larger market \rightarrow more vendor \rightarrow increase product offering -> high profit -> Robust benefits for Prime Membership

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

Relationship

Customer Obsession





1. Generous return policy · Convience · More customer

- increase Customer satisfaction
- Increase sales volume
- Larger market
- More vendor
- Increase product offering
- Higher profit
- Robust benefits for prime membership (Loop)
- Invest in Customer Experience(loop)

Product variety

- vertical integration
- private label amazon own brand
- · lower price
- · More customer
- increase Customer satisfaction
- Increase sales volume
- Larger market
- More vendor
- Increase product offering
- Higher profit

· Save & Subscribe

- Lower price
- Repeat purchase
- · More customer
- · increase Customer satisfaction
- · Increase sales volume
- Larger market
- More vendor
- Increase product offering
- Higher profit

· Vertical integration

- invest in transportation Network & Logistics
 - Increase efficiency & reduce dependency on 3rd party
 - Same day delivery
 - convenience
 - More customer
 - increase Customer satisfaction
 - Increase sales volume
 - Larger market
 - More vendor
 - Increase product offering
 - Higher profit

· Investing Manufacturing

- Economic of scale
- Lower price
- More customer
- · increase Customer satisfaction
- · Increase sales volume
- · Larger market
- More vendor
- · Increase product offering
- Higher profit

Private Label (Amazon own brand)

- Lower price
- More customer
- increase Customer satisfaction
- Increase sales volume
- Larger market
- More vendor
- Increase product offering
- Higher profit

Market expansion (amazon fashion/pharmacy etc.)

- convenience
- More customer
- increase Customer satisfaction
- Increase sales volume
- Larger market
- More vendor
- Increase product offering
- Higher profit