Assignment: SWOT analysis for Amazon Web Services (AWS)

Objective: Conduct a SWOT analysis for Amazon Web Services (AWS), identifying its internal strengths and weaknesses, as well as external opportunities and threats.

Steps:

1. **Research AWS:** Start with a brief research phase to understand AWS's market position, product offerings, customer base, and recent developments. Use reputable sources such as AWS's official website, industry reports, and recent news articles.

2. **SWOT Analysis Breakdown:**

   - Strengths: Identify AWS's internal attributes and resources that support a successful outcome. Consider its market leadership, extensive service offerings, global infrastructure, innovation capabilities, and customer base.
   - Weaknesses: Identify internal factors that could potentially limit AWS's success. Consider areas like complexity of services, pricing strategy, dependency on the retail arm of Amazon for overall brand perception, or any recent service outages.
   - Opportunities: Look at external chances for AWS to grow its market share, expand into new markets, or leverage technology trends. This could include expanding needs for cloud services in emerging markets, the growing importance of AI and machine learning, or opportunities for partnerships and acquisitions.
   - Threats: Identify external challenges that could cause trouble for AWS. This might include intense competition from rivals like Microsoft Azure and Google Cloud, regulatory challenges, data security concerns, or changing technology landscapes.

3. **Analysis and Discussion**: For each category of the SWOT analysis, provide a brief discussion on how AWS can leverage its strengths and opportunities while addressing its weaknesses and threats. Encourage critical thinking about strategic moves AWS could make in response to this analysis.

4. **Submit the PPTX to Canvas. Cover page is must, name of the group and members of the groups needs to be in the second slide.**

Evaluation criteria:

- Completion of SWOT analysis for AWS and provide insights for strategy. 10 marks