

AMZN Amazon.com, Inc.



ROIC (Current): 14.30%



WACC: 9.40%



Net Profit Margin: 5.30%

MOAT ANALYSIS & COMPETITIVE STRENGTHS



NETWORK EFFECT (Strong Flywheels)



Prime ecosystem, vast 3P seller marketplace, and AWS developer community create self-reinforcing loops.



COST ADVANTAGE (Scale & Efficiency)



Unmatched fulfillment infrastructure, economies of scale in retail/cloud, and data-driven operational optimization.

ADDITIONAL KEY INSIGHTS

AWS Profit Engine: High-margin cloud services dominate the market and fund other ventures.

Logistics as a Service: Proprietary delivery network rivals global carriers, expanding as a B2B offering.

Data-Driven Innovation: Leverages massive datasets for personalized experiences, Alexa AI, and process automation.