

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.