**Business Requirements:**

1. **User Authentication and Authorization:** Implement secure user authentication and authorization mechanisms.
2. **Product Information Accuracy:** Ensure product information is accurate, up-to-date, and aligned with user preferences.
3. **Flexible User Profiles:** Allow users to customize their profiles to align with individual preferences and needs.
4. **Legal and Regulatory Compliance:** Comply with all relevant laws, regulations, and industry standards governing e-commerce and data privacy.
5. **Intuitive User Interface:** Feature an intuitive and user-friendly interface.
6. **Efficient Ordering Process:** Streamline the ordering process for a seamless and efficient user experience.
7. **Wishlist Functionality:** Provide robust wishlist management features.
8. **Enhanced Search Functionality:** Improve search functionality to help users find products easily.
9. **Performance and Scalability:** Maintain optimal performance, even during peak usage, and ensure scalability for future growth.
10. **Feedback Mechanism:** Incorporate a feedback mechanism for users to share reviews and ratings.
11. **Integration with Third-Party Services:** Seamlessly integrate with third-party services to enhance the overall user experience.
12. **Mobile Responsiveness:** Ensure the system is responsive and provides a consistent user experience across various devices.

**Conclusion:**

These business requirements ensure the development of a secure, flexible, and user-friendly Amazon platform compliant with legal standards, offering an efficient experience for end users. Adjust and customize based on your project's goals and scope.