

Business Requirements:

1. Customer Acquisition and Retention:

- Attract new customers: Continuously expand product offerings, personalize recommendations, and offer competitive pricing/promotions.
- Retain existing customers: Enhance platform loyalty through Prime memberships, excellent customer service, and personalized experiences.

2. Inventory and Logistics:

- Maintain product availability: Implement efficient forecasting and sourcing strategies to avoid stockouts.
- Optimize fulfillment times: Reduce shipping costs and delivery times through strategic warehouse placement and advanced logistics systems.

3. Technology and Innovation:

- Develop AI-powered recommendations and search: Enhance customer experience and improve conversion rates.
- Invest in cloud computing and automation: Increase operational efficiency and scalability.
- Prioritize cybersecurity and data protection: Build trust and loyalty by safeguarding customer information.

4. Market Expansion and Diversification:

- Enter new geographies and product categories: Identify and capitalize on emerging markets and trends.
- Develop and acquire complementary businesses: Strengthen value proposition and build competitive advantage.

5. Sustainability and Social Responsibility:

- Reduce environmental impact: Implement sustainable packaging, renewable energy sources, and efficient delivery practices.
- Address ethical concerns: Ensure fair labor practices, responsible sourcing, and transparent business operations.

This is a high-level overview, and specific business requirements will vary depending on Amazon's current priorities and future goals.