

# Peer Review Assignment



**Have you ever speed up like Speedy Gonzales?**



Amazon speed up like Speedy Gonzales and  
here is why

1. Amazon has a sustainable competitive advantage

2. Jeff Bezos is the world's best founder/public company CEO.

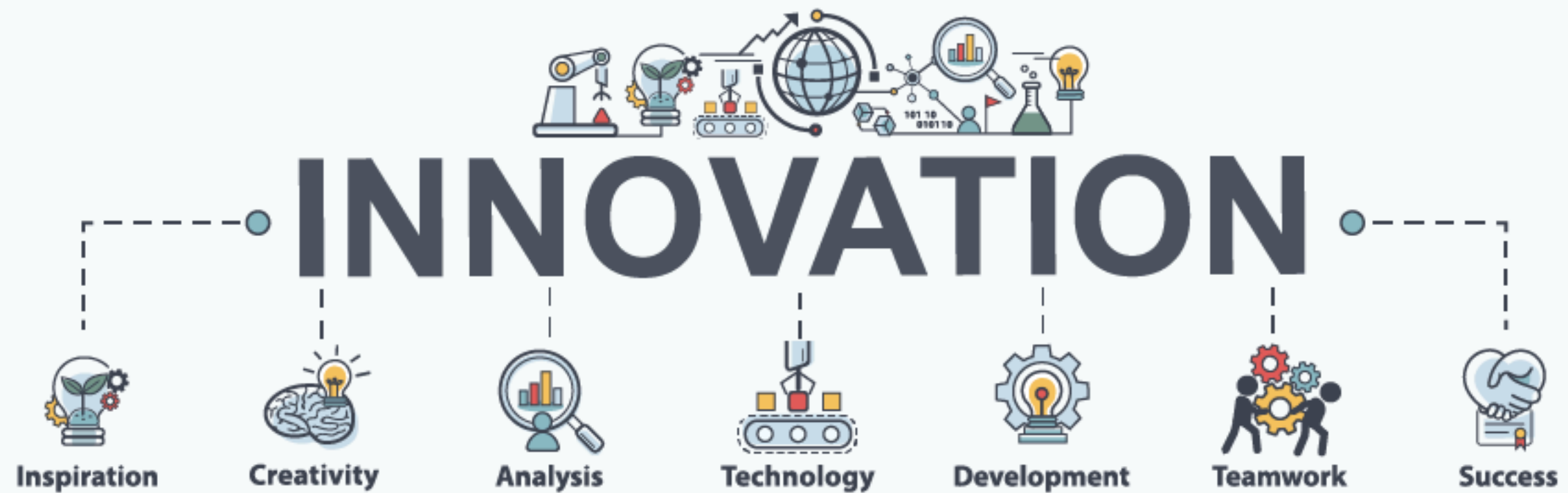
3. Its bets on growth create big new revenue streams

4. They do not focus on only e-commerce.





How do they grow so fast and success?



The answer is just simple as it is





They care;

- 1) CUSTOMER SERVICE
- 2) Diversification
- 3) OUTSTANDING USER EXPERIENCES
- 4) MERGING DESIGN WITH CONTENT
- 5) AN “IN IT TO WIN IT” MINDSET



Amazon doesn't invest only in E-commerce. The CEO of Amazon Jeff Bezos invest in many variable industry.





Final: The reason is why Amazon success it's quite simple.  
**AMAZON IS INNOVATIVE.**