

2000
by a b

Submission date: 01-Nov-2022 08:26PM (UTC-0400)

Submission ID: 1941891720

File name: AG-2000.pptx (2.55M)

Word count: 177

Character count: 1121

Amazon Inc.

Online Retail Services



History



- Founded by Jeff Bezos in 1994
- Launched online in 1995
- Named after the Amazon River : a place that is “exotic and different”
- Started as an Online Bookstore that later diversified (Cd 's, DVD's, software, etc.)
- The logo: evolved from a river to a smiling arrow (pointing A to Z) forming a smile,
- Caption: “we're happy to deliver anything, anywhere.”
- Initially small startup operating with second-hand computers in a garage to a global company with 12 major retail websites.
- Ranked Global Website #11 according to www.alexacom.com



Growth and Development

- 50% of Amazon revenues lie outside the U.S.
- Half of all Amazon book sales are digital , creating growth where most competitors have stagnated and declined
- Amazon developed game-changing technology and capabilities allowing it to do what customers wanted. Some examples are:
 - Kindle
 - Drone Delivery Service
 - Online films and media, etc.

Pillars of Amazon Marketing

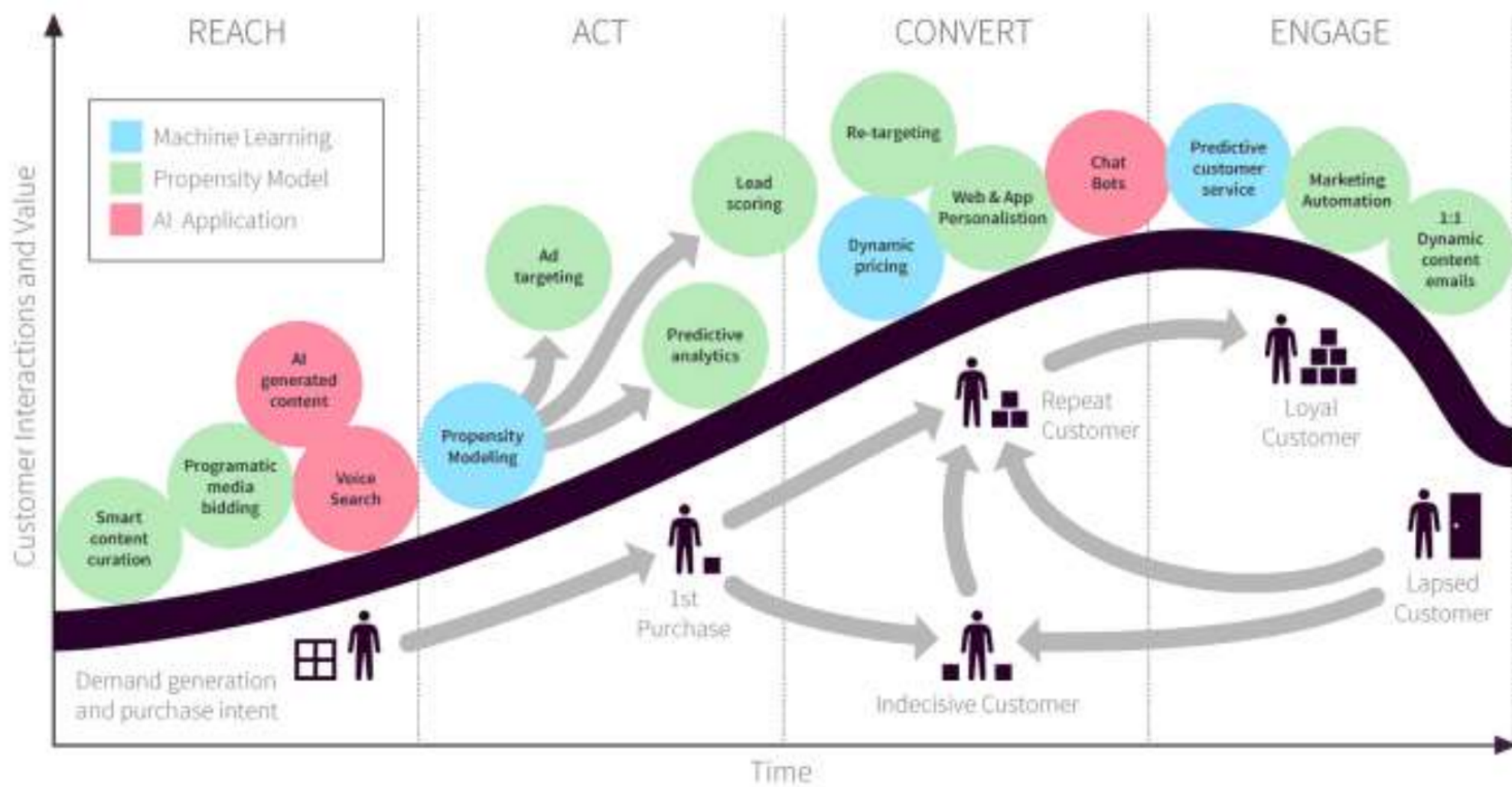
- Having one of the widest range of products and services
- Providing user-friendly and easy to use interface
- Scalability
- Affiliate services and resources

RACE Marketing Strategy Framework – Analyzing Amazon

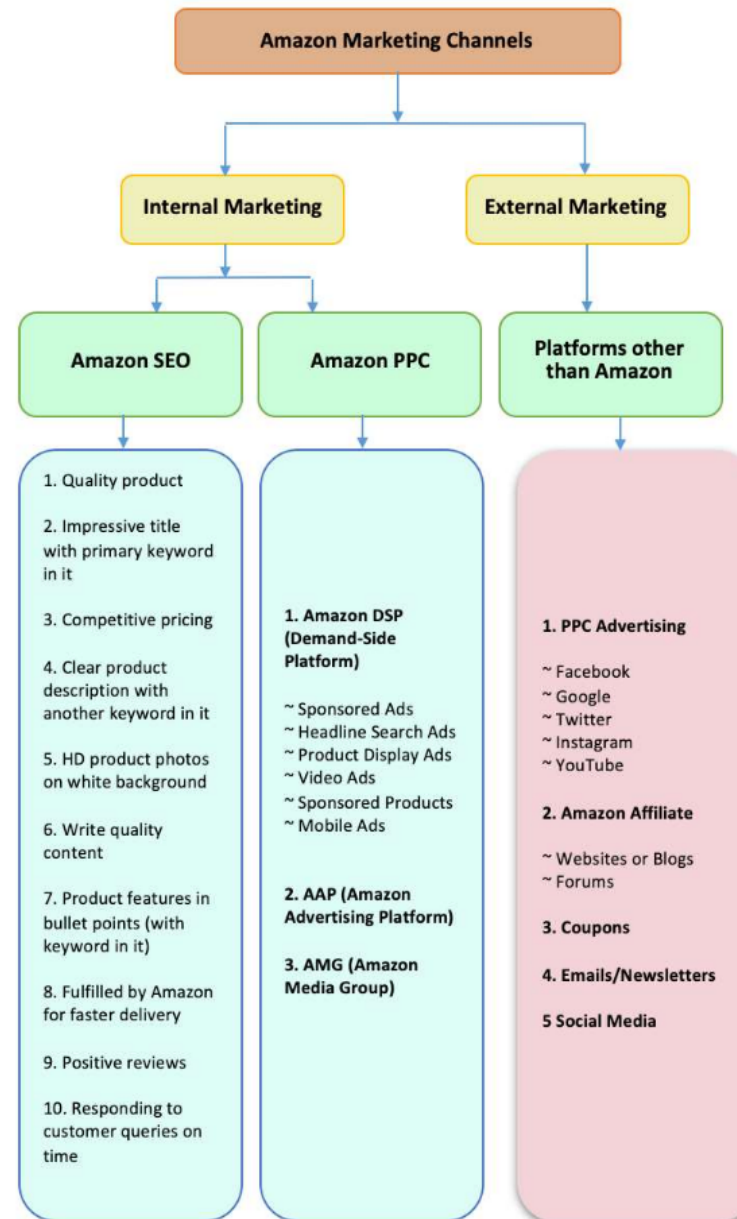


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Amazon Marketing Channels



Amazon PPC Marketing



Customized User Experience

Mechanism

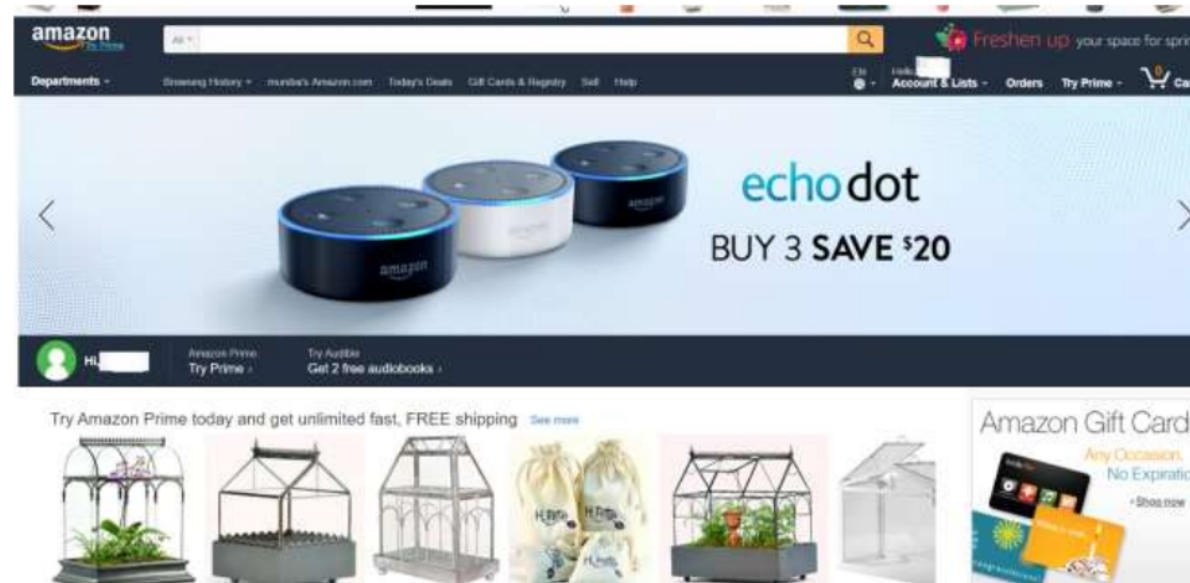
Use of cookies

data mining

AI based algorithms to track users patterns

Dynamic customization of the users experience based on their previous searches

Instantaneous changes





Feedback and Reviews

Large customer base

Active review community

Customer can view and analyse opinions.

Access both positive and negative reviews

Lawn & Garden Best Sellers Deals Gardening Outdoor Décor Patio Furniture Grilling Mowers & Landscaping Tools Pools & Spa Supplies Snow Removal Generators Pest Control

Patio, Lawn & Garden Gardening & Lawn Care Pots, Planters & Container Accessories Planters



H Potter
H Potter Square Glass Plant Terrarium Gothic Style Planter Box WAR147
★★★★☆ 25 customer reviews

List Price: \$56.00
Price: **\$39.00 & FREE Shipping** Details
You Save: \$17.00 (30%)
Prime | Try Fast, Free Shipping

In Stock.
Want it Tuesday, April 18? Order within **5 hrs 58 mins** and choose **Two-Day Shipping** at checkout. Details
Sold by H. Potter and Fulfilled by Amazon.

- H Potter glass plant terrarium planter warden case. Approximate Dimensions: 5.5 inches square x 7.5 inches high. Entire glass house lifts off for easy planting.
- 2 pieces: glass house and metal base. Base is metal with a dark gray powder coat finish, ball feet and plastic liner. Enclosed to use as a terrarium once it is sitting on soil (soil not provided). Find terrarium planting instructions below under the product description.
- Props not included. Perfect fairy garden size, fits in any location. Imagine with a miniature garden.
- Terrarium planting brochure included. If ordering H Potter's terrarium kit please choose a Small size.
- Designed and Manufactured by H Potter®. Professionally packaged.

[Compare with similar items](#)



Amazon Mobile for iPhone, iPad and iPod Touch

Shop for millions of products wherever you go



Comprehensive

Quickly search, get product details and read reviews on millions of products available from Amazon.com and other merchants.

Convenient

Take advantage of 1-Click ordering, Prime member support, Wish Lists, order tracking and more.

Fast

Compare prices and check availability instantly by scanning a barcode, snapping a picture or typing your search.

Secure

All purchases are routed to Amazon's secure servers.

[Download for free](#)

Mobile Compatibility

Apps for all smart phone operators and tablets

Fast and convenient good use of bar codes and pictures

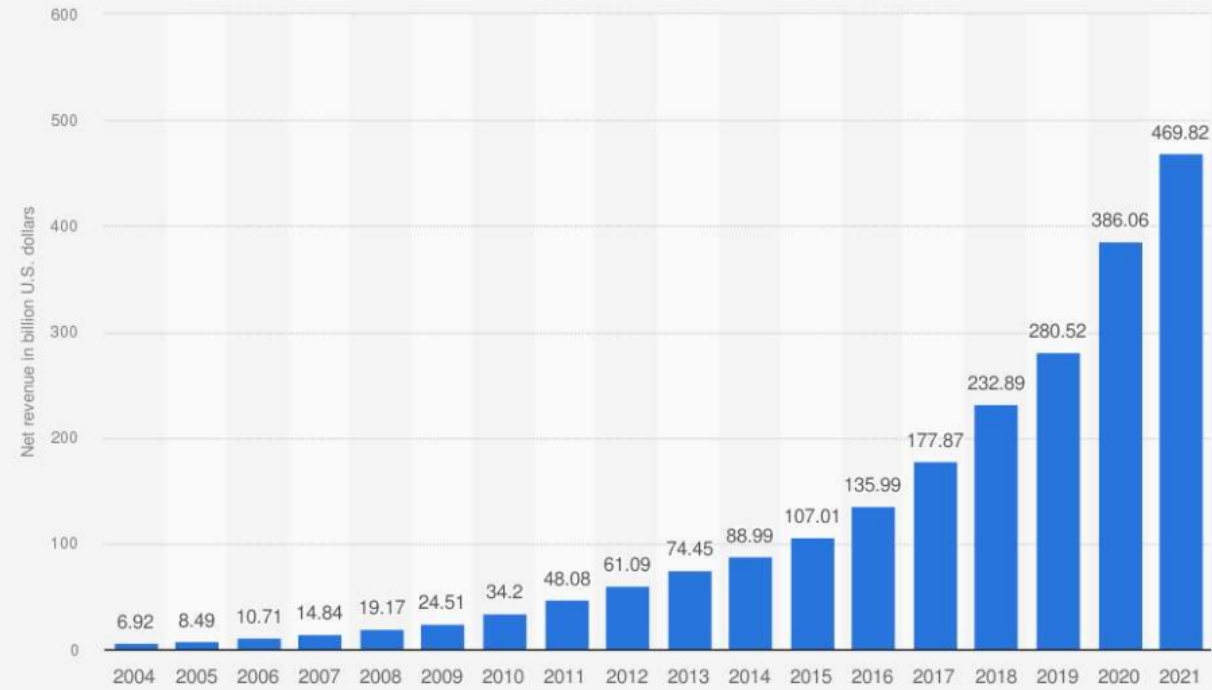
Amazon Appstore for Android

Certain limitations and challenges have marred its efficiency.

Financial Performance



Annual net sales revenue of Amazon from 2004 to 2021 (in billion U.S. dollars)



Source:
Amazon
© Statista 2022

Additional Information:
Worldwide; Amazon; 2004 to 2021



Other Benefits of Amazon

- High class and quality promotion for the products
- Extensive and global customer base
- Focuses on User needs, requirements, trends and patterns
- Brought digital book system



Conclusion

- Global Approach
- Greater customer base with diverse product inventory
- Efficient logistic services
- Affordable prices
- Reliable and innovative

References

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