

# Brink of bankruptcy assignment

[Business](#)



This paper is being written to fulfill the course requirement for Management Information Systems brief cases analysis. Amazon.com: The Brink of Bankruptcy will be focus of our analysis. This paper will focus on several key points which include: ??? Brief history of Amazon.com ??? A comparison of Amazon.com to other online retailer namely BarnesandNoble.com and Walmart.com.

Along with a SWOT analysis of each; ??? Amazon's 2001 strategy Similarities and Differences between Amazon's e-retail and auction, zShop, and Commerce Network businesses ??? Assessment of the long-term viability of Amazon's business model; ??? Assessment of whether or not Amazon's the current (2001) strategy will enable the firm to achieve profitability; ??? How Amazon should execute its strategy; and ??? Recommendations/Actions to take in early 2001. Who is Amazon.com Amazon.com was the brain child of Jeff Bezos, a New York investment broker with no book publishing or retail experience. Bezos choose to base his company in Seattle because it was close to one of the largest book distributors. Amazon was incorporated in 1994 and in 1995 Amazon opened their virtual store as Amazon.com an online bookstore. About two month of opening Amazon was selling over \$20,000 per week out of Bezos' garage. The company had a very successful initial public offering that netted about \$50 million.

As the site continued to grow the company reached outside the realm of selling books and became an online superstore offering books, music toys, videogames, consumer electronics, software, kitchen and home improvement projects. Amazon.com vs. BarnesandNoble.com and Walmart.com This section will focus on the product/service offerings and customer

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experience of Amazon, Barnes and Noble, and Kmart. Then it will uncover the strengths and weakness of each online retailer.

Amazon has steadily branched into retail sales of music CDs, videotapes and DVDs, software, consumer electronics, kitchen items, tools, lawn and garden items, toys & games, baby products, apparel, sporting goods, gourmet food, jewelry, watches, health and personal-care items, beauty products, musical instruments, clothing, industrial & scientific supplies, groceries, and more. While most of Amazon's competitors sell the majority of these things, Amazon offer its customers a variety of shops that sell the same thing at different prices giving the customer the opportunity to same money in the process.

The same is true if an item is sold out. For example, if a person is looking for a particular type of tennis shoe one market may be sold out and the chances are high of finding another realtor within Amazon with the tennis shoe is high. Amazon prides itself with having a huge relationship with there customer base and maintain customer satisfaction on what they sell and ensures that the same is true for their marketplace shops. Customers are encouraged to voice the opinions on the site services as well as the products that it offers. From looking on Amazon. om it is very obvious that they do not try to change or sugar coat what is posted. It also allows for users to respond to comments posted by other users. According to Wikipedia. com the review feature is an influential function for customers and one of the main reasons for Amazon. com success at selling books and other products. While Walmart may be ahead of many retail stores in sales. Amazon. com is the largest online retail store. The domain amazon. com attracted at least 615 million <https://assignbuster.com/brink-of-bankruptcy-assignment/>

visitors annually by 2008 according to a Compete. com survey. This was twice the numbers of walmart. com.