

Amazon business model case study

Business



Amazon, as a company, evidence the willingness and ability to collaborate? As we discussed in class, collaboration is the activity of two or more people working together to achieve a common goal, product, or service.

Collaboration Ninth competing firm is a critical aspect to Amazon's business model. In late 2007, with the introduction of the Kindle e-reading device According to Science daily, Amazon's collaboration with competing firms such as Apple allows pad consumers to obtain application such as Kindle without directly accessing Amazon reading device separately.

Apple consumers can access books to read on their devices, thus creating bigger consumer market for Amazon. By collaborating with competing companies Amazon has capabilities to boost its brand and technologies which has creating a better control on its current market.

In recent article published in strategy and Business analyzing the Amazon model, Amazon manager interviewed for the study put it, " If you want to be a platform, you have to sign up as many of the market players as possible? even if that means branding for competitors (who then become customers).

Otherwise you can never become the predominant player. 1-5. In what Nays does Amazon, as a company, evidence the willingness and ability to experiment? In 1999, Amazon tried online auctioning system, but was never able to break the competition against Ebay, although they tried something new it has never served to advance the company.

Amazon CEO Jeff Bozos said " innovators also need to have a Unwillingness to fail and to be misunderstood for long period of time. He continues to state

a willingness to fail and to be misunderstood then what you can do is you ramp up your rate of experimentation”.

Experimentation as our books puts it is making a seasoned analysis of an opportunity, and envisioning potential solutions. As a company, Amazon has experimented with its customers through their product to be the best and discount online retail in the business. Pioneering the process of allowing customers post reviews on their products, Amazon has personalized their Infinite based on the consumer purchase history, sending promotion emails about the product purchased or similar associated with the current product being viewed.

As Mike Legal puts it others will succeed.

But the ones that succeed will set Amazon apart from its many competitors. Anyone who thinks Amazon is just another online retailer isn't paying attention. Everything in this list of customer-facing projects that set Amazon apart started with experimentation. Amazon is a powerhouse when it comes to innovation and I'm sure there is more for us to see throughout the years. 1-7.

Describe, at a high level, the principal roles played by each of the five components of an information system that supports order fulfillment.

Amazon hardware consists of the dozen of computers and handheld devices, such as radio frequencies and barbed scanners which are used to fulfill the order as well as track the location of items from the warehouse. Software, in the other hand are programs that work hand in hand to coordinate Amazon

inventory, pricing, and product information using Amazon Web Service (SAWS), that facilitate order fulfillment and shipping through present Amazon inventory. There are several software assignments; some might be linked with vendors, others with warehouse.

These applications also manage the process to accepting, authorizing and charging customer credit cards.

Amazon. Com Web sites also incorporate a variety of search and database tools (). Data is the organization's filing cabinet because each piece of data contains information on products, customers, orders, and shipments.

Amazon's procedures, such as order fulfillment, customer feedback, product reviews, and post-sale customer service instructions, are followed by the everyday people that work at and use Amazon.

The people who utilize Amazon consist of the users, employees, system administrators and network managers who monitor and operate the company's Infinite and whoever is doing the maintenance and support service of the system Amazon runs on.

1-9. Suppose you work for Amazon. Com or a company that takes innovation as seriously as Amazon does. What do you suppose is the likely reaction to an employee who says to his or her boss, " But, I don't know how to do that!?"

Depending on the length of your employment with the company I would be fearful to say that, but there is an answer to everything and I work with computer all day with the power to access the internet free will and get the

answer. Of course not all of {Our questions can be answered with a click of a button, but as an employee you also have other resources such as your co-workers to ask for help.

Honestly in all depends on the individual.