The business assignment

The answer should be clear, social and cover all aspects of assignment question The answer should bring in the concepts, theories, and analysis tools to case questions. Question 1: Amazon's business model was initially based on books delivered direct from supplier to customer, with its web site as the intermediary channel. Amazon also lost huge amounts of money for some years. Eventually it created a distribution network able to deliver around the world. Answer the following questions: Explain the original distribution model Explain the current model What are the important features of the current distribution model?

Amazon is now n outsourced logistics provider in its own right. Explain how. Hint: Start with searching Amazon distribution network. Question 2: Answer these questions regarding to how to use Backbone as a business intelligence tool. How can Backbone features be used to set up home delivery business model (think of an example – for instance, online fashion, etc)? What Backbone strategy would you use to make your business successful? How would you structure your supply chain (include use of outsourcing or other relationships)? What are the ethics issues and how can they be rationalized or Justified? Hint: Start with exploring

Backbone and look closely at its features. Read this article, which is from a marketer's perspective: http://www. Investigated. Com/financial-edge/1012/how-to-use-backbone- as-a-marketing-tool. Asps Question 3: The economics of e-grocery: Online grocery sales are a surprising success. Certain customer segments value this service, and it is possible for grocery retailers to make good profits. However, these services are most successful in dense suburban environments; middle to large cities.

Answer the following questions: From the perspective of an online retailer, develop an Excel model that can be used to calculate profits.

It should incorporate distance, price and customer demand. What infrastructure (physical and ' CT) should be used? The business By loathly Deco's online. Then think about the pricing and services being offered and apply that knowledge to your model. Your model should be generic enough to be useful for a wide variety of cities and customer locations.