

In the product you  
wish and finally



**ASSIGN  
BUSTER**

In this individual assignment, I prefer choose Amazon as the E-Commerce platform because of the almost high popularity of it. Many people thought Amazon is exactly a complicated site. First of all, you must log in, go to browse the product you wish and finally make a purchase. That's all for it, so simple! Amazon provide different products and services to all the customers.

First, Amazon have Amazon " Garage" that can let you keep your car's make and model. So, you will easy to search the work, fits and suitable accessories for your vehicle. Amazon also have " Home Services" that can help you and our mom to do the housework such as mow our green and long lawn and wash our dirty and oily kitchen. Using Amazon's Home Services, we can easily book pre-vetted professionals whenever we need them. There are a few of explore services by category such as home improvement, home services, computer and electronic, yard and outdoors, automotive, assembly, business and commercial and cleaning. Amazon sell television, cable package or even provide phone service too. This site also sells packages from Comcast in a format that's can straightforward from the provider's own site.

Amazon always provide dedicated customer service to all the Amazon's customers as they have partnered with XFINITY to resolve any issues. Transparent pricing also can be found in Amazon as it provides review a breakdown of all carrier fees before you order. Moreover, Amazon also have give-aways for customers. The customers will get free gift cards or hardware such as the Fire Tablet and offers valid by package.

Amazon also launched an Etsy competitor which is called as “ Handmade” to help customers find the handcraft products by artisans. The customers can find handcraft products such as leather-bedecked skateboard and bespoke bridesmaid cards. Amazon will also provide “ Launchpad” to start-ups. “ Launchpad” is Amazon’s created and designated section that is usually for fledgling products. After that, you will get the free stuff from companies to review, if you get invited to become an Amazon Vine reviewer. Vine is Amazon’s invitation-only club for a small percentage of elite reviewers. Amazon will send selected Vine reviewers a list of products every month. Two products can be selected by each person a time and they can keep those items as long as they provide a review within 30 days.

Amazon asserts that the reviews don’t have to be positive every time. The customer also can use Amazon’s Mechanical Turk to crowd-source “ human intelligence tasks” such as identifying photos to people all over the world. Mechanical Turk usually can let the users access to an on-demand workforce as it can give people who want to make a little extra money a way to find quick-and-easy online labour.

Amazon also launched newly Amazon Inspire for teachers to check out as a bunch of educational resources. You can get a discount on student loans from Wells Fargo, if you are an Amazon Prime member and a student. People who pay Amazon’s Prime fee are eligible for a 0.50% discount on Wells Fargo-issued loans. Prime members are also eligible for an additional 0.25% discount for enrolling in automatic monthly repayments. If you own a business, whether work in IT or as a janitor, you can get a discount on bulk supplies.

Next, you can also get a book published in Amazon's KindleStore less than 24 hours after submitting it through the Kindle DirectPublishing.

Afterthat, if you shop with Amazon Smile, the company will donate a percentage of your total to a charity of your choice at no extra cost to you.

You also can add the product to your shopping cart if you spot an Amazon link on Twitter with the hashtag "#AmazonCart".

Apart from that, Amazon can let you subscribe to certain items that you need and wish to buy over and over such as shampoo, toothpaste and soap. If you agree to buy an item continuously, you will get a little discount. You personalize how often you'd like the item delivered, and Amazon will email you before shipping the item so you can delay it if you're using a product slower than expected.

Apart from this, you can buy refurbished goods, if you are the person that do not care about buying something new. The Warehouse Deals category on Amazon will offer deep discounts on open-box, used, refurbished products that are in good condition.

For example, you might get a returned air-condition for 15% off.

Lastly, you also able to use Diamond Search to buy individual stones on the site based on their carat, colour and shape.

Now, let's us talk about Amazon's business model.

There have 6 model which is growth strategies, value proposition, market segments, value chain structure, revenue model and competitive strategy.

Next, we will talk about revenue model of Amazon. First revenue is online bookstore to online shopping. Amazon marketplace is also one of the revenue of Amazon. Amazon Marketplace will fix the price online marketplace to avoid have some argument between customers.

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One of the revenues is that they can get 64% revenue from books and music video. The next revenue is from Amazon Advantages which will get 10% until 15% of sales. Affiliate Partnership Marketing is also one of the revenues which is Amazon will pay commission to site owner.

Last revenue is a negative operating cash flow cycle. Amazon is paid by customers before it needs to pay suppliers. Apart from this, we would talk about the sales target for Amazon in year 2016 and present. Amazon's total online sales in 2016 topped 140 billion and retail revenue increased nearly 25% in 2016. Operating cash flow on a par to rise 51% in 2016. They wish will have more than 200 billion of revenue and 35 billion of operating cash flow. Now, they are paving the way for a 1 trillion valuation.

Amazon usually bases its marketing strategy on six pillars.

First is it freely proffers products and services. Second, it uses a customer-friendly interface. Third, it scales easily from small to large. Fourth, it exploits its affiliate's products and resources. Fifth, it uses existing communications systems. Last, it utilizes universal behaviours and mentalities.

Much of the Amazon's marketing is subliminal or indirect. As the example, it does not run 1 million dollar ads during Super Bowls nor post flyer in mall marketplaces. Amazon relies on wily online ploys, strong partner relation and a constant declaration of quality to market itself to the masses. The S represent as strengths. The strength of Amazon is largest online retailer, robust brand image enhances bargaining power and diversified into product lines other than books to strengthen customer reach.

The W represent weaknesses. The weaknesses of Amazon is free shipping offers would be a challenge in the long run. The O represent as opportunities. The opportunities of Amazon is acquisitions extend product line and strengthen technical platform. The T represent as threats.

The threats of Amazon is foreign exchange fluctuation. Amazon's supply chain process is simple but very effective. First, it starts with the steps which is placing an order by a customer. Next, the order prompts a red light to come on in the warehouse which shows the worker the products that have been ordered and the bar code is matched with the order. Then, the product is then placed in crates on a conveyor, which will go through the distribution centre before being sorted by bar codes. After that, crates arrive at the central point and the bar codes of products are matched with orders and will sorted automatically into one of several thousand chutes before going into a box. Furthermore, the bar code then identifies the customer order, boxes are packed, taped and weighed. Lastly, they are shipped by either US postal service or UPS for the last mile, arriving at the consumer within 1 to 7 days.

In the nutshell, Amazon has correctly positioned itself to grab the latest technology trends in the world. It innovative in technology and usage of e-commerce services enabled it to stay ahead of its competitors in the early stage of its adoption. Moreover, Amazon's brands actually describe themselves as a fast, innovative and friendly company which can be trusted. Amazon also let their customer top priority and successfully appeals to their knowledge, interest and values. Overall, I have gained a lot of information about Jeff Bezos, the business structure and organization about Amazon.

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