

# Online supremacy essay



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They not only offer discounts on books but also on other stuff which includes home appliances, crockery, toys, games, DVD, herbal supplements and many more. One of the main advantages of Wal-Mart is that we can buy goods by visiting their stores as well as online. Wal-mart also provides discount on goods but lesser discount as compare to amazon. com (Person & Channer, 2008). One of the disadvantages of amazon.

com is that from the last four years, they did not gain any profit being in a business, which has led them into debt with no hope of earning profit in the near future.

COMPARING WALMART AND AMAZON WITH THE VARIABLES OF MARKETING MIX The most important goal for any store or online shopping store and for any organization is firstly to define its objectives and secondly, how to achieve those goals. Marketing plan is something, which tells you how you can achieve those goals. The tools of marketing mix i. e.

product, price, place, promotion and people. This means if they would apply these tools correctly they can achieve their goal easily. Wal-marts goal is to sell things at a lowest price where as the prices of things in amazon. com is high.

May be those is the reason why wal-mart is more popular and successful. But Amazon uses techniques like it creates a link with people. Amazon. com connects with people by creating goodwill of its products by keeping them aware about their new upcoming products, discounts, clearance sale etc through emails. In this way, their customers remain updated. Where as, wal mart attract customers by different prices and product strategies.

Amazon promotes it self by giving coupons and discount to its customers to attract more people towards its online shopping web site (Perner, 1999-2008).

THE MOST DEMANDING WEB SITE Amazon and wal-mart both are better at their places. Different people demand from both web sites i. e. amazon. com and walmart.

com. Wal-mart has a upper hand and is more successful than Amazon but Amazon is also growing very fast and will come up to the level of wal-mart one day. The Amazon is engaged with those customers who are older and matured and wal-mart is engaged with younger generation, it provides them the source of entertaining younger generation. Both have different type of customers (Tice, 2010).

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