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Homework Task 2 The Situation Analysis and SWOT(Strengths, Weaknesses, Opportunities, Threats)Muhammad Jazib Athar1000197Situation AnalysisThe purpose of a situational analysis to collect data for the managers to analyze an organization internal and external environment to understand capabilities, customers and business environment (http://en. wikipedia. org/wiki/Situation_analysis, 7th Aug 2013). SWOT analysis is used to provide information about the strengths, weaknesses and the threats we face (11th Nov 2013) http://answers.

yahoo. com/question/index? qid= 20111012214751AAvVdLf,)Product SituationAmazon. com, Inc. is an American international electronic commerce company with headquarters in Seattle, Washington, United States. It is the world's largest online retailer.

Amazon. com started as an online bookstore, but soon diversified selling DVDs, VHSs, CDs, video and MP3 downloads/streaming, software, vide o games, electronics, apparel, furniture, food, toys, and jewelry. The company also produces consumer electronics—notably the Amazon Kindle e-book reader and the Kindle Fire tablet computer and is a major provider of cloud computing services. (11th Nov 2013) http://en.

wikipedia. org/wiki/Amazon. com. Amazon is willing to lose money on the sale of some products and can drive down prices by buying items in larger quantities than many competitors, Piper Jaffray analyst Gene Munster (June 27th 2012) http://online. wsj.

com/news/articles/SB10001424052702304441404577482902055882264. That, in turn, can force third-party retailers to lower their own prices such as

EBay. Amazon have very competitive prices compared to its competitors in eBay. Amazon is engaged in promotional activities such as online ads on other websites and it sells directly to its customers without the need of any other retailers or wholesalers and is dominant threat to other trading companies. Its channel is basically the Internet which enables Amazon can sell worldwide through.

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