Web Marketing & Digital Advertising
Amazon in 2017

A.Y. 2019-2020
Costanza Nosi
AMAZON CASE ASSIGNMENT

- Form groups (I recommend that the groups are formed by the same students who will work on the final case assignment)
- Read the case
- Read the following questions (following slides)
- Provide answers and motivate them

- OUTPUT: (PPT OR SIMILAR) PRESENTATION
- MAX 12 SLIDES
- DEADLINE THURSDAY 31 OCT. AT MIDNIGHT BY E-MAIL
- ON NOV. 4, GROUPS WILL BE RANDOMLY ASKED TO PRESENT THEIR WORKS
AMAZON CASE ASSIGNMENT

- Use the horizontal layout
- You may use tables, graphs, exhibits, matrices, etc.

- Evaluation criteria:
  - Appropriateness of the answers
  - Clarity of expression
  - Ability to synthetize
  - Aesthetics of the presentation
FIRST QUESTIONS … STRATEGY

- WHAT BUSINESS IS AMAZON IN?
- WHAT WAS THE ADVANTAGE OF BARNES & NOBLES?
- WHAT IS THE ADVANTAGE OF AMAZON?
- WHY IS AMAZON SETTING UP SHOPS INSIDE THE WAREHOUSES OF P&G AND WHY ARE THESE MANUFACTURERS ALLOWING AMAZON TO DO IT?
- WHAT COMPETENCES DID AMAZON NEED TO BECOME SUCH A COMPETITIVE PLAYER?
WHY DOES IT MAKE SENSE FOR AMAZON TO GET INTO WEB SERVICES (AWS) ESPECIALLY WHEN LESS THAN 5% OF ITS REVENUE COMES FROM IT?
QUESTIONS ... KINDLE & STUFF

- Why did Amazon enter the hardware business?
- Why did Amazon started offering Instant Video and launch a studio to create its own original content?
- Why does it make sense for Amazon to own an ad network?
- Did it make sense for Amazon to produce its own phone?
- Why did Amazon launch Echo?
WHOLE FOODS

- WHY DID AMAZON ACQUIRE WHOLE FOODS?
WHO ARE AMAZON’S COMPETITORS?
WHAT IS THE KEY COMPETITIVE ADVANTAGE THAT ALLOWS AMAZON TO SUCCESSFULLY COMPETE WITH THIS LARGE SET OF COMPETITORS WITH DIFFERENT SKILLS?
RESPONSE OF TRADITIONAL RETAILERS

- WHAT SHOULD BRICK-AND-MORTAR RETAILERS DO TO COMPETE WITH AMAZON?
- WHAT SHOULD BEST BUY DO?
  - MATCH AMAZON PRICES?
  - IMPROVE SERVICE?
  - REDUCE SIZE AND NUMBER OF STORES?