

1. What is the name of the company? Provide the company logo.



2. What is the URL of the company home page?

*<https://www.amazon.com/>*

3. History:

*a. Who founded it and when?*

Amazon.com, Inc., doing business as Amazon, is an American electronic commerce and cloud computing company based in Seattle, Washington that was founded by **Jeff Bezos** on **July 5, 1994**. The tech giant is the largest Internet retailer in the world measured by revenue and market capitalization, and second largest after Alibaba Group in terms of total sales.

*b. Initial products/services and markets?*

Amazon.com website started as an **online bookstore** and later diversified to **sell video downloads/streaming, MP3 downloads/streaming, audiobookdownloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry**. The company also produces consumer electronics—**Kindle e-readers, Fire tablets, Fire TV**, and Echo—and is the world's largest provider of cloud infrastructure services. Amazon also sells certain low-end products like **USB cables** under its in-house brand Amazon Basics.

*c. Private or public?*

***Public***

*d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)*

***E-company***

**4. Financials:**

*a. Most recent year's revenues?*

***\$135.99 billion***

*b. Most recent year's profits?*

***\$35.7 billion***

**5. What are its main products and services?**

- AmazonFresh
- Amazon Prime
- Amazon Web Services
- Alexa
- Appstore
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Video
- Kindle Store
- Music
- Music Unlimited
- Amazon Digital Game Store
- Amazon Studios

- AmazonWireless

## **6. What is its target market and who are its customers?**

Amazon is certainly aimed at a wide audience who are interested in internet shopping. The range of items for sale that Amazon offers would suggest that they wish to target customers of all ages from young to the old. The site has been designed to ensure that it is easy to use even for the most computer illiterate. The website is not really aimed at a “type” of person as its offers items for people from all walks of life and interests.

## **7. Who are its main competitors?**

- *Walmart*
- *Target*
- *Tesco*
- *Alibaba*
- *Bestbuy*
- *Costco*
- *Macys*

## **8. How is the company using the Internet for marketing, sales, and promotions?**

Driving customer engagement at every level. The highly active customer reviews columns found all over Amazon could almost be described as a consumer-driven social network in its own right. Customers get to know their favorite sellers and engage with them. They also get to know their favorite reviewers and trust their views, star-ratings and recommendations. To make product reviews even more useful to customers, Amazon has enabled community moderation by letting customers vote to measure the usefulness and relevance of the reviews. Amazon also enabled discussions that let shoppers ask follow-up questions directly to the reviewer. And of course, the Amazon algorithm is in constant state of up-sell – ‘Customers who viewed/bought this also viewed/bought that’, are notified at practically every turn.

## **Amazon On Social Media**

*Amazon is able to drive more sales than any other online merchant*

### **Facebook**

Amazon currently has over 26.6 million likes on its Facebook page.

### **Twitter**

Amazon's Twitter campaign is similarly heavy on promotions and of course engagement with customers.

### **Pinterest**

Pinterest for Amazon is essentially an extension of its main online store. Pinterest is of course the one social media site where a significant percentage of users go to browse for purchase ideas.