

Zappos.com 2009: Clothing, Customer Service, and Company Culture

Monica Garcia, Amy Perry, Jerry Holifield

Problem/Decision Statement

Find a decision that better fits the best option to find employment of products and company employees needed to sustain company growth




Recommendation



- Take Amazon offer
- Evaluate the current board
- Ensure current top leadership remain
- Communicate with company employees
- Communicate with the customers
- Stick with Zappos core competencies
- Seek advice from Amazon on improved performance

Identification of Alternatives

- Research private company
- Employee stock ownership
- Keep in business
- Use existing line of credit
- Merge in job company
- Avoid public offering
- Take Amazon offer



Situation Audit

- Founded in 1999 by Dick Shoberg as an online shoe store
- Differentiated itself from other companies by offering best price & shipping
- Customer Service, Company Culture



Analysis



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Problem/Decision Statement

Faced with Amazon to choose the best option to fund expansion of products and company capabilities needed to meet its company goals



Identification of Alternatives

- Search to find a company
- Employee that overstay
- Bring in investors
- Buy existing business
- Merge or sell company
- Sell to public after IPO
- Take Amazon offer



Recommendation



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Situation Audit

- Founded in 1999 by Nick Swinmore as an online shoe store
- Differentiated itself from other companies by offering free shoe fit, shipping, Customer Service, Company Culture

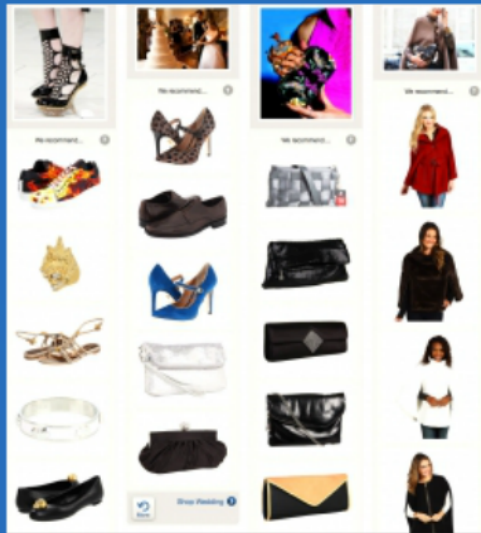


Analysis



Situation Audit

- Founded in 1999 by Nick Swinmurn as an online shoe store
- Differentiated itself from similar companies by utilizing their three C's: Clothing, Customer Service, Company Culture



Problem/Decision Statement

Faced with decision to choose the best option to fund expansion of products and company upgrades needed to accelerate company growth



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- Search to find a company
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- Sell to public, IPO list
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Analysis

