AMAZON'S MICRO AND MACRO ENVIRONMENT

Internal Environment
- Employee Engagement
- Strong Leadership
- Technology Adoption
- Customer Focus
- Market Positioning

Macro Environment
- Economic Growth
- Political Stability
- Technological Advancements
- Trade Policies
- Environmental Regulations

Micro Environment
- Porter's Five Forces Model

SWOT Analysis

History of Amazon

Innovations and Growth Strategies

Financial Performance

Competitive Landscape

Customer Feedback and Satisfaction

Challenges and Opportunities

Future Prospects

Strategic Planning

Implementation and Execution

Evaluating Results

Continual Improvement

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AMAZON’S MICRO AND MACRO ENVIRONMENT

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Micro Environment

Porter’s Five Forces Model

Internal Environment

- Strategic Fit
  - Same Business Model
  - Different Markets
- Process Innovation
  - Service-level improvement
  - Product Improvement
- Customer Centricity
  - Premium service to customers
  - Customer Experience
- Resource Structure
  - Service-based structure
  - R&D structure
- Operational Structure
  - Service-based structure
  - R&D structure

Macro Environment

SWOT Analysis

Strengths
- Strong brand
- Diverse product range
- Global presence
- Strong financial position

Weaknesses
- High competition
- Price sensitivity
- Cybersecurity concerns

Opportunities
- Market expansion
- New product launches
- partnership opportunities

Threats
- Economic downturns
- Regulatory changes
- Technological advancements
- Environmental concerns

History of Amazon

- Jeff Bezos founded Amazon in 1994
- Initial business model was online booksellers
- Expanded into various product categories
- Acquisition of Whole Foods Market
- Launch of Amazon Prime
- Amazon Web Services

Summary

Amazon’s success can be attributed to its strategic fit, process innovation, customer centricity, and resource structure. The company continues to evolve and adapt to market dynamics, leveraging opportunities and mitigating threats.
History of Amazon

- Founded by Jeff Bezos in 1994
- Started out in Rental House, outgrew it and moved to Seattle near Starbucks Headquarters
- July 1995 - opens for business selling books on the web
- August 1996 - relocated to Columbia Building in uptown Seattle
- November 1996 - rented 93,000 sq. ft. warehouse
- May 1997 - goes public and starts selling shares
- Shares instantly became worth $290 million
- Amazon was valued at $690 million in May of 1997
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