



**Amazon.com Inc. Retailing Giant to High
Technology Player Harvard Case Solution &
Analysis**
TheCaseSolutions.com

Introduction

What is Amazon?
Is there any significance in its logo?
Who's the founder and what's his
story?

Video, Book
ter

n.com

Amazon!!!
nt Story!!!

no. 1 Music, Video, Book
e-retailer



Named after the Amazon!!!
The Wainwright Story!!!



Amazon.com - Wainwright →



Why are we here today?

Strategic Decision Making
for that giant was not a
piece of cake...

Strategic Decision Making Process for Amazon.com

According to the strategic management and business policy we apply the following eight-step strategic decision-making process as follows

- 1. Evaluate current performance results.**
- 2. Review corporate governance.**
- 3. Scan and assess the external environment.**
- 4. Scan and assess the internal corporate environment.**
- 5. Analyze strategic factors**
- 6. Generate, evaluate, and select the best alternative strategy.**
- 7. Implement selected strategies.**
- 8. Evaluate implemented strategies.**

Evaluate current performance results

(A) Amazon.com's Current Mission, Objectives, Strategies and Policies.

"We seek to be Earth's most customer-centric company for four primary customer sets: consumers, sellers, enterprises, and content creators."