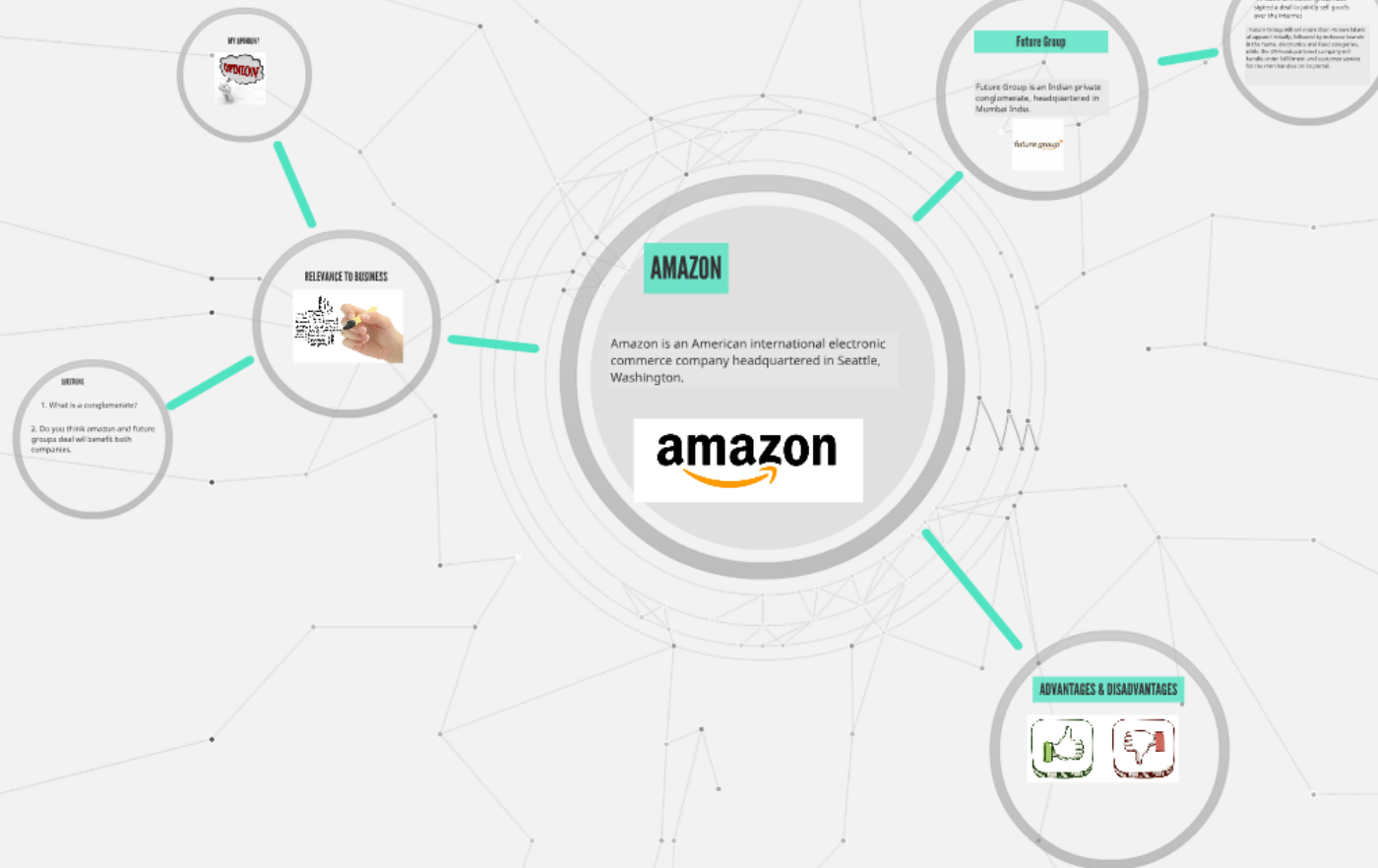


# Amazon and Future Group Harvard Case Solution & Analysis



**AMAZON**

Amazon is an American international electronic commerce company headquartered in Seattle, Washington.

**amazon**

## BACKGROUND INFORMATION

Amazon and Future group have signed a deal to jointly off 9000 jobs in the Americas.  
Future group will create their own brand of apparel, footwear, followed by software, books, electronics and food companies. While the deal is a big step for Future group, it is not a game changer for the market share in general.

## Future Group

Future Group is an Indian private conglomerate, headquartered in Mumbai India.

future group

## RELEVANCE TO BUSINESS

### QUESTIONS

1. What is a complementarity?
2. Do you think amazon and future groups deal will benefit both companies.

## ADVANTAGES & DISADVANTAGES



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The background features a network diagram with a central globe. The globe is composed of concentric circles and a network of nodes connected by lines. Several teal-colored diagonal bars are scattered across the image. The word 'AMAZON' is written in bold black letters inside a teal square in the upper left quadrant.

**AMAZON**

Amazon is an American international electronic commerce company headquartered in Seattle, Washington.

The Amazon logo is displayed in a white rectangular box. It consists of the word 'amazon' in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z', representing the 'smile' in the company's name.

**amazon**

# Future Group

Future Group is an Indian private conglomerate, headquartered in Mumbai India.

*future group*  
india tomorrow

## BACKGROUND INFORMATION

- Amazon and future group have signed a deal to jointly sell goods over the internet

- Future Group will sell more than 45 own labels of apparel initially, followed by in-house brands in the home, electronics and food categories, while the US-headquartered company will handle order fulfillment and customer service for the merchandise on its portal.

# ADVANTAGES & DISADVANTAGES



# RELEVANCE TO BUSINESS



# MY OPINION?

