



Recovery of incurred losses on Amazon's Fire Phone Harvard Case Solution & Analysis



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Target Market

- Amazon paid special focus to busy people who look for shortcuts in their daily lives.
- Also Target to current loyal customers.

4 Ps

- Price: off contract cost \$649.99 for 32GB; \$749.99 for 64GB
- Product: 2 unique features which are Dynamic Perspective and Firefly
- Distribution: Amazon website; AT&T site
- Promotion: For a limited time, every Fire Phone includes a full year of Prime benefits (a \$99 value).



Promotional Strategies

- Advertising: TV ads
- Public Relations: News Release
- Online Marketing: Advertising on Amazon website
- Sales promotion: provide free Prime benefit for a year.

SWOT

Strengths

- **Unique Features:** Fire Phone is the only smartphone with Dynamic Perspective and Firefly, two new breakthrough technologies that allow customers to see and interact with the world through a whole new lens.
- **Company Image:** Amazon is the world's largest online retailer. It has produced consumer electronics before such as Amazon kindle e-book readers, kindle fire tablets and fire TV, thus gaining a lot of loyal customers.
- Amazon Game Studios introduces **new games** exclusively for fire phone and take advantage of Amazon's groundbreaking Dynamic Perspective.
- **Mayday Service**

SWOT

Weakness

- High cost and limited profit
- Immature Technology
- Only has one wireless carrier and does not considered the international market
- Amazon's first time to sell smartphone