



War: Amazon, Apple, Facebook and Google Harvard Case Solution & Analysis

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“Amazon, Apple, Facebook and Google”

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Introduction

- Evolution of internet.
- Big four of Internet.
- The Internet giants are at each others throats in all sorts of ways.
- The market of 1 trillion is ruled by four sector of the internet marketing.
- War between the four large companies seen as dominating the consumer internet; Google, Apple, Facebook and Amazon are in continuous way.

| Company | Year Founded |
|----------|--------------|
| Amazon | 1994 |
| Apple | 1976 |
| Facebook | 2004 |
| Google | 1998 |

These four are in a battle stage for competition and run by men who made their billions as founder, or co-founder, of their empires:

- Facebook's Mark Zuckerberg.



- Although Steve Jobs no longer rules Apple, he groomed Tim Cook, his successor as CEO.



- Amazon's Jeff Bezos.



- Google's Larry Page.



- Google has turned search into a huge money spinner by tying it to advertising.
- Facebook is in the process of doing something similar with the way people's interests and relationships are revealed by their social networks.
- Amazon has made it cheap and easy to order physical goods and digital content online.
- Apple has minted money by selling beautiful gadgets at premium prices.





Brief Overview

The logo for Amazon.com, featuring the text "amazon.com" in white on a black rectangular background.

Amazon

- 1995 launched
- \$5million profits in 2001
- 2003 global revenues \$57bn
- Bookstore digital media 37% net revenues
- Merchandize 59%
- Credit cards 4%
- 2002 cloud computing
- 2011 launched advertising network
- 2012 AdWeek
- 2013 giant of e-retailing
- 2014 smartphones

Google

- 1998 launched
- 2000 began selling text advertising
- 2003 introduced AdSense
- Introduced Gmail
- 2004 Scanned world books
- 2006 YouTube
- 2007 double click
- 2007 android market, acquisition of Motorola
- 2011 matrix of flights and fares
- 2011 Google Play then Google+
- 2012 still on adv. revenues

Apple

- 1976 founded
- 1997 Steve Jobs
- 2001 lift of revenues
- 2001 iPod, iTunes
- 2004 \$8 bn market capitalization
- 2007 iPhone
- 2010 iPad
- Revenues on iPad and iPhones
- 2012 iOS most used operating system in US
- Android less market in mobile web access than iOS
- Apple Siri
- Online marketing

Facebook

- 2005 launched and grew in 2009
- Intensity of epidemic
- 2013 153 million visitors
- More visitors on Google but spent more time on Facebook
- Less online advertisers than google
- Local retailing discovered local offline businesses through friends
- Facebook revenues come from advertising, by tagging