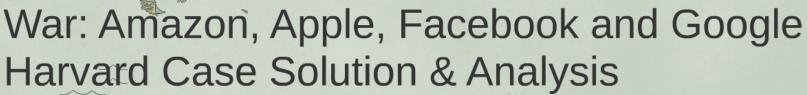
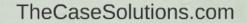


Harvard Case Solution & Analysis

TheCaseSolutions.com







"Amazon, Apple, Facebook and Google"

Presented By: Afshan Nazakat Usman Ali

Introduction

- Evolution of internet.
- Big four of Internet.
- The Internet giants are at each others throats in all sorts of ways.

Company	Year Founded
Amazon	1994
Apple	1976
Facebook	2004
Google	1998

- 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.

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 Zuckerbeig.

 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.













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