Will Amazon continue to be successful against "click-andmortar" competitors, such as Barnes & Noble

What is Click-and-Mortar?

How would you contrast Amazon's business design with that of Barnes & Noble before Barnes & Noble went online?

What is Barnes & Noble?

### Amazon's Business Design



Comparing Amazon and B&N Before B&N went Online

Thank you for listening.





### Presenters:

Jordan Lysy Boki Leonard Michelle Chen Vanessa Sin Leona Shum







What is Amazon.com?





### Key Factor for Amazon-

Friendly website - easy to understand and use Amazon integrates customers in many ways:
 Discussion Board

+ Wish List Personalised recommendations

Superior Customer Service

- 1-Click keeps track of personal information
   Email updates customers with books they
- Email updates consumers may be interested in



### Reason for Success

- Amazon has always obsessed over customers
- "we have been doing this tree the very beginning, and we've always part consumers first. When glace the choice of observing over competitions or absenting over competitions or absenting over competitions or absenting over competitions or absenting over comments, we always observe over consoners, we always observe over consoners." Infirst leaves.

### Invention 'Inventing on behalf of customers'

- Kindle: an e-oxader.

'what customers need'



### From a customer's perspective, what are the advantages and disadvantages of each design?

amazon.com vs BARNES&NOBLE

### amazon.com.

### BARNES&NOBLE

Advantages

### Disadvantages

Is Amazon.com a model for the future of retailing?





The Present Model of Retailing

### Book Shops vs Amazon.com

- Unbacks and Fecanipas Rosis company) to kensembers. Some selections can be assessed for the selection of the selection of the assessed for the selection of the selection of the selection for the selection of the selection for the selection of the selection of the selection for the selection of the selection of the selection for the selection of the selection of the selection of the selection for the selection of the selection of the selection for the selection of the selection of the selection for the selection of the selection of the selection for the selection of the selection of the selection for the selection for the selection of the selection for the selectio

**♦** Unibooks

### Model for the Future?

- To surmarise, Anazon com is nOt a mode for the fisture of retailing a model for the fisture of retailing Researc:
   selline shapping will not be a substitute for almitted always for almitted activity.
   Shopping is a social, activity.
   Casino shapping will affect employment and other connents issues.

Questions?

# amazon.com® The Case Solution.Com





## Presenters:

Jordan Lysy Boki Leonard Michelle Chen Vanessa Sin Leona Shum

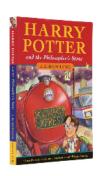
## What is Amazon.com?

- Began operating in 1995
- Jeffrey Bezos- founder
- Intention: establish a strong brand name and leverage into other products
- Books are cyber-space products
- Today, Amazon sells music, software and toys







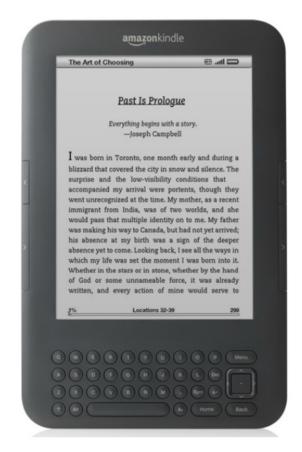


## Invention 'Inventing on behalf of customers'

 Kindle: an e-reader, specialising on

### 'what customers need'

- Can be carried anywhere
- low priced novels
- holds up to 3,500 books
- battery life -2 months



## **Key Factor for Amazon- Reason for Success**

- High focus on customers and their needs
- Amazon has always obsessed over customers

"we have been doing this from the very beginning, and we've always put customers first. When given the choice of obsessing over competitors or obsessing over customers, we always obsess over customers'

- Jeffrey Bezos

### **Superior Customer Service**

- Friendly website easy to understand and use
- Amazon integrates customers in many ways:
  - Discussion Board
  - Wish List
- Personalised recommendations
- 1-Click keeps track of personal information
- Email updates customers with books they may be interested in



