



**amazon.com<sup>®</sup>**



**TheCaseSolution.Com**



You **Tube**

# Presenters:

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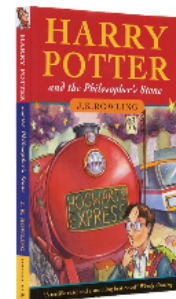
Michelle Chen

Vanessa Sin

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# What is Amazon.com?

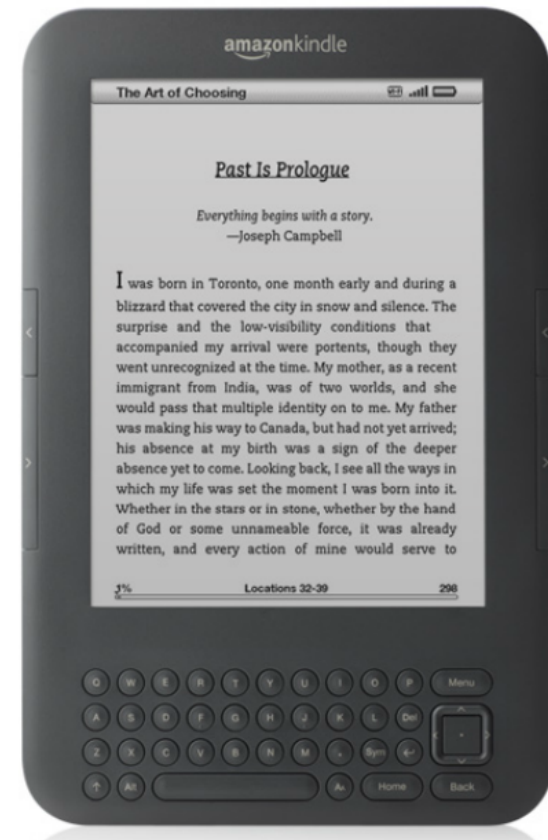
- Began operating in 1995
- Jeffrey Bezos- founder
- Intention: establish a strong brand name and leverage into other products
- Books are cyber-space products
- Today, Amazon sells music, software and toys



# 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

