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Introduction

Unprecedented global online-selling company, Amazon, has increasingly incorporated B2B segment within its operation. The “Amazon in B2B” case primarily looks at the strategic evolution, issues and opportunities that the company faces in this new field. Thecaseolutions.com offers a detailed description of the way Amazon uses its advantages to control the B2B market segment.

Strategic Shift

A prime significant decision of the company was the launch of Amazon Business in 2015. Available for enterprises, educational institutions as well as government bodies, the Amazon Business provides access to a flexible choice of goods with professional purchasing options.

Key Challenges

Although it was initially effective for Amazon, the company has several issues for the B2B market. Almost all the fragmented traditional distributors and niche suppliers have become the major competitors. Now, since enterprise purchasers rely heavily on relationships (more so habit), how does Amazon begin to 'win their hearts' over?

Conclusion

Alberto and Alvarez emphasize the “Amazon in B2B” case in order to highlight its strategies and impacts on the B2B market. By considering challenges and ideas Amazon is in a good way transforming procurement process for companies all over the world. Go to www.thecasesolutions.com for a thorough analysis of this groundbreaking case.

Resource

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.