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# AMAZON.COM EVOLVING INTO OFFLINE RETAIL

# INTRODUCTION

**Amazon, Currently, an ideal shopping recognizable brand, which was initially as a periodical internet based merchandiser, has progressively initiated strategic offline outlets purchases. This is a new shift in its business model progression of where PT looks to apply the understanding of the digital world towards physical storefronts.**

# CHALLENGES

**The offline expansion has the following advantages for Amazon. That is the reason Amazon will need a physical space where it can increase its brand identity awareness and interact with customers in a new format. Moreover, it enables the company to compile important information on the customers' behavior in the physical store environment to optimize online presence.**

# **EXPANSION**

**One disadvantage of owning physical stores is that it has very many operational costs such as rent and emoluments for employees and costs of stock management.**

# CONCLUSION

**That brings us to the recent great tool by Amazon that is opening physical markets to augment a new terrain of selling physical products. Through merging of online and offline platforms of selling, Amazon is reinventing what the traditional shopping will look like and what experience customers will get.**

# RECOMMENDATION

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