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AMAZON.COM



Introduction

It is worth to say that the primary example of the successful AMZN is one of the largest e-commerce companies in the world, which started its journey as a small online bookstore. The company is unique as it is flexible and has been making changes across the retail cloud and logistics industries.



Business Model and Strategy

The activities of Amazon reflect strategic management priorities of customers, operations, and innovation. It has four growth models – Amazon Web Services, paid subscription service prime membership, and the company's marketplace. This diversification reduces on the risks, and there is always the propensity to reap profits in the next sectors.



Key Challenges

The case solution also shows that there are critical issues affecting Amazon, which are described below. These are such as upswing in legal demands, growth in competition across nearly all industries and sectors, and achieving just the right balance between profitability and growth.



Conclusion

The strategic growth, the challenges that Amazon has faced and whether the company is viable over the long term are explained well in the case solution available from thecasesolutions.com. These factors include company's innovative capacity, customer centricity and utilization of its operational effectiveness.



RESOURCE

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

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

