



**TheCaseSolutions.com**

Number 1 in case studies solutions

# **KINDLE FIRE AMAZON HEATED BATTLE FOR THE TABLET**

# INTRODUCTION

**Amazon's Kindle Fire case deals with the firm's strategic incursion into the tablet market against competitors Apple and Samsung. The Kindle Fire was introduced in 2011 as a market contender for the cheap tablet with an extensive tie to Amazon. The case revolves around Amazon 's market's position and the steps that it took in order to gain competitive share in the tablet market and the major issues it encountered in this competitive industry.**

# AMAZON'S APPROACH

**Kindle Fire is an tablet that directly competes with Apple iPad, although it retails at about 200 dollar less than the later's 500 dollars. Such pricing strategy was actually used in Amazon's model: while the hardware sales were not a primary goal, the access to the large library of digital content was the primary value.**

# **CHALLENGES AND COMPETITION**

**The key issue for Amazon was the appearance of premium devices, and, in particular, the Apple iPad, which had many advantages for users and massive customers' base. Also, other players such as Samsung and Google were also emerging strongly in the context of tablets.**

# CONCLUSION

**The case of Kindle Fire captures Amazon's strategy of using a piece of hardware to drive content sale but equally shows challenges of moving into a market populated by premium players. To Amazon, the Kindle Fire was not just a product, it was a way of getting people to engage more within Amazon's ecosystem but it met great challenges in its fight for market share.**

# RECOMMENDATION

**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](https://thecasesolutions.com) for detailed analysis and more case studies.**