**Amazon SWOT Analysis.**

Name

Date

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**Part 1.**

**The following are three global companies on the Business Source Complete: SWOT Analyses list:**

1. Google

-Strengths: Diversified business model, strong brand recognition, massive scale

-Weaknesses: Tight regulation in some markets, high costs of expansion

-Opportunities: Continued growth in advertising revenue, expansion into new markets

-Threats: Increasing competition from Facebook and other companies, potential regulation of search results

2. Walmart

-Strengths: Extensive brick-and-mortar presence, strong e-commerce capabilities, low prices

-Weaknesses: Limited international growth, heavy reliance on low-wage workers

-Opportunities: Further expansion in international markets, growth of online sales

-Threats: Increasing competition from Amazon and other retailers, potential labor unrest

3. Apple

-Strengths: Innovative products, strong brand recognition, high profit margins

-Weaknesses: Limited product line, high prices

-Opportunities: Expansion into new product categories, growth in emerging markets

-Threats: Increasing competition from Samsung and other companies, potential saturation of the smartphone market

 I work for Amazon, so I will be using them as my company for this course. Amazon.com, Inc. is a Seattle, Washington-based, American multinational technology company specializing in e-commerce, cloud computing, digital streaming, and artificial intelligence. The SWOT Analysis model looks at the e-commerce company from every angle, analyzing its internal strengths and weaknesses and external threats and opportunities (Sudhukaran, 2020).

**Strengths.**

 Amazon's key strengths include its scale, focus on customer experience, a culture of innovation, and huge ecosystem. Amazon is the world's largest online retailer and one of the most valuable companies. It has built its success on a commitment to customer experience, innovation, and a massive ecosystem of products and services (Sudhukaran, 2020). Amazon's scale gives it a major advantage over other retailers. Due to its economies of scale, it can offer its customers a vast selection of products at low prices. Also, Amazon has a very efficient fulfillment operation that delivers products quickly and cheaply. Amazon is also a very customer-focused company. It is always looking for ways to improve the customer experience, whether through new website features or services like Amazon Prime. This focus on the customer has helped Amazon build a loyal customer base.

**Weaknesses'.**

 Amazon's weaknesses are mainly in its customer service and delivery departments. The company has been criticized for its lack of customer service, as well as its delivery times (Greenspan, 2022). Additionally, Amazon has been slow to adapt to changes in the market, such as the rise of mobile shopping. Amazon has been criticized for its lack of customer service. The company has been known to be unresponsive to customer complaints and slow to resolve issues. Also, Amazon's customer service representatives have been reported to be unprofessional and difficult to work with. Additionally, Amazon has been criticized for its delivery times. The company has been known to miss delivery deadlines, and its packages have been known to arrive damaged or missing items. Additionally, Amazon has been known to lose or misplace packages.

**Opportunities.**

 Amazon has opportunities in the e-commerce market. With its vast selection of products and convenient delivery options, Amazon is a leading e-commerce platform. The company can continue to grow its e-commerce business by expanding its product selection and improving its delivery options (Greenspan, 2022). Amazon has opportunities in the cloud computing market. Amazon Web Services (AWS) is a leading cloud computing platform. Amazon can continue to grow its cloud computing business by expanding its AWS offerings and improving its customer service. Moreover, Amazon has opportunities in the digital content market. The Amazon Kindle Direct Publishing (KDP) platform allows authors to self-publish their books. Amazon can continue to grow its digital content business by expanding its KDP offerings and improving its marketing and promotion.

**Threats.**

 The biggest threat to Amazon is likely competition from other retailers. While Amazon has a significant market share in the e-commerce space, other retailers are quickly catching up. In addition, Amazon faces the threat of regulation from various governments (Dudovskiy, 2022). For example, the European Union has been investigating Amazon for antitrust violations. If Amazon is found to violate antitrust laws, it could be fined and have to change its business practices.

**Part 2.**

**Amazon's strategic needs within a changing global environment.**

 From the SWOT analysis, it is evident that Amazon faces several challenges that need to be addressed in order for the company to maintain its competitive advantage in the global market. These challenges include the need to continue to invest in technological innovation in order to stay ahead of the competition, the need to expand its operations into new markets, and the need to continue to grow its customer base. Additionally, Amazon needs to address the threat of increased regulation and taxation in the markets in which it operates. In order to address these challenges, Amazon needs to continue to invest in technological innovation, expand its operations into new markets, and grow its customer base. Additionally, Amazon needs to continue to monitor the regulatory environment in the markets in which it operates and take steps to ensure that it remains compliant with all applicable laws and regulations.

Amazon's strategic needs within a changing global environment include expanding its customer base, increasing its market share, and diversifying its product offerings. Amazon must focus on expanding its reach to new markets to expand its customer base. This can be done through aggressive marketing and expansion into new geographic regions. Additionally, Amazon needs to continue innovating its customer experience to remain the leader in online retail. To increase its market share, Amazon must continue investing in its infrastructure and logistics capabilities. This will allow the company to offer even more products and services at competitive prices. Additionally, Amazon needs to improve its customer service and delivery times to win over more customers from its competitors. Moreover, Amazon needs to diversify its product offerings to grow its sales. This can be done by expanding into new product categories, such as groceries and apparel. Additionally, Amazon needs to continue investing in its private-label products to offer more unique items to its customers.

References

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