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## AMAZON SWOT & PESTLE ANALYSIS

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**Company Name :** Amazon

**Company Sector :** Retail, E-commerce and Cloud computing

**Operating Geography :** North America, United States, Global

**About the Company :** Amazon, is an American e-commerce and cloud computing company, founded by Jeff Bezos in 1994 headquartered in Seattle, Washington. It is the largest Internet-based retailer in the world by total sales and market capitalization. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. Their three different operating segments include North America, International, and Web Services. Amazon has three business models, its retail operations are spread across Amazon Retail where the company procures inventory which is stored in its distribution centers, Amazon Marketplace where third party sellers list and sell their products on Amazon website for a fee, and Amazon Web Services which offer cloud computing services.

Amazon's Mission and Vision is "to be an earth's most customer centric company and an online platform where people can literally buy anything and everything they need and endeavor to offer its customers the lowest possible prices." Amazon's clear focus towards its vision of being consumer centric is a key success factor amidst various other critical success factors. Amazon's unique selling proposition or USP lies in offering a huge spectrum of diverse products under one roof and in being the world's largest online retailer. As of 2018, it employs over 350,000 people globally.

**Revenue :**

US \$177.9 billion – FY ending 31st Dec 2017(y-o-y growth of 30.9%)

US \$135.9 billion – FY ending 31st Dec 2016

## SWOT Analysis :

The SWOT Analysis for Amazon is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong Brand offering huge selection of products</li> <li>2.Customer centric business initiatives</li> <li>3.Efficient Delivery Networks</li> <li>4.Low cost model</li> <li>5.Leveraging IT and e-commerce</li> <li>6.Strategic acquisitions paying rich dividends</li> <li>7.Enjoys first mover's advantage in Cloud services</li> </ul>	<ul style="list-style-type: none"> <li>1.Near zero margins</li> <li>2.Dwindling strategic advantages in core competencies</li> <li>3.Tax avoidance and mounting debt</li> <li>4.Unable to effectively deal with Chinese counterfeit products</li> <li>5.History of product flops</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Own brand selling</li> <li>2.Capture emerging markets</li> <li>3.Rolling out its own payment gateway</li> <li>4 Investing in brick and mortar stores</li> <li>5.Foray into pharmacy</li> </ul>	<ul style="list-style-type: none"> <li>1.Data security and scalability</li> <li>2.Competition from local players</li> <li>3.Lawsuits from rivals</li> <li>4.Minimal entry barriers in the online retail space</li> <li>5.Laws of the land not clear on multi brand retail</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Amazon is given below:

<b>Political</b> 1.Political red tape and tightening data regulations	<b>Economical</b> 1.Strong GDP growth in emerging markets
<b>Social</b> 1.Shift in the retail and e-commerce landscape 2.Health consciousness and changing food habits	<b>Technological</b> 1.Big data analytics transforming retail
<b>Legal</b> 1.Regulations and legal challenges against the technology sector 2.General Data Protection Regulation (GDPR) standards in the EU	<b>Environmental</b> 1.Limited disclosure on environmental initiatives and sustainability

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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