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2-2Final Project Milestone One: Company Overview

**Amazon.com, Inc**

The 1990s tech bubble saw the emergence of a few successful companies, Amazon being one of them. Jeffrey P. Bezos, settling its headquarters operations in Seattle, founded the company to provide varied online retail shopping services. The company’s main business operation is subdivided into two primary segments. The International section that focuses on retail products of consumables and subscriptions through internationally-focused websites and the North America segment that has both the subscription segment and the retail sales of consumer products. Although the company started as an essential online bookstore, presently, it engages in a wide variety of products. The mission statement aims at the provision of the best and utmost convenient services at the lowest possible price. The vision is to enhance the company to be the best e-commerce company to the world by offering customer-centric products aligned with their varied demands. The company has had unprecedented growth, with sales amounting to over $ 40 billion quarterly (Panmore Institute, 2016). This paper highlights the significance of technical issues to the corporate strategy of Amazon Company that has prompted its leadership position in the industry.

For instance, it is surprising how Amazon is cited as the unique emerging culture in its business strategy. When it concerns technological issues such as the corporation of the internet age into its business strategy, as compared to other players in the industry such as Google, Apple or Microsoft, it is evident that the company’s top talent has catapulted the company into one of the largest online retailers, as well as pioneering the online retailing industry. The way the company has leveraged technology, and utilizing the strategy to position itself competitively with other tech giants is fascinating. In this regard, Amazon’s generic strategy, for instance, can be attributed to concentric diversification, where it has leveraged its technological capabilities to foster business success (Managementstudyguide.Com, 2020). The cost leadership strategy used offers maximum value to its customers at the lowest price possible with their go-to-portal that provides excellent shopping experience. Additionally, the company’s move to diversify into the cloud-based business indicates the significance of cloud computing and usage of Big Data technological trends to attain a unique leadership position. Therefore, aside from the online platform, Amazon uses these other two technological strategies to supplement its core competencies that complement to its original business model.

Works Cited

“Amazon.Com Inc.’S Mission Statement & Vision Statement (An Analysis) - Panmore Institute.” *Panmore Institute*, 2016, http://panmore.com/amazon-com-inc-vision-statement-mission-statement-analysis. Accessed 11 Mar 2020.

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