Introduction

Amazon Inc. was established in 1994 by Jeff Bezos. Its foundation was based on the idea of online selling of books and grew significantly to dominate the online sale of books. In the late 90s, the company entered the media industry as a major online retailer and started selling CDs and DVDs. Over the years, Amazon has grown from an inexperienced online bookseller to become one of the most valuable and powerful organizations in contemporary history. However, the company faces some weaknesses and threats that could potentially reduce its competitive advantage. This report seeks to conduct an analysis of the company to identify areas of improvement in its strategies and provide informed recommendations and conclusions. Essentially the outline of the report includes Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, Valuable, Rare, Imitability, and Organization (VRIO) analysis, recommendations, and conclusion.

SWOT Analysis

According to Sarsby (2016), SWOT Analysis involves a compilation of the company's strengths, weaknesses, opportunities, and threats. The model enables organizations to develop a full awareness of the factors involved in making a business decision. Based on this model, the internal analysis will reflect on the internal factors (strengths and weaknesses)

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Scott C. Dulebohn

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