

AMAZON.COM: OFFERING EVERYTHING FROM A TO Z

DISCUSSION QUESTIONS

1. What are the core competencies of Amazon? Can they be easily imitated?
2. Amazon is customer-centric, and this is a costly strategy. In pursuing this focus, is Amazon being irresponsible to the stockholders? Why or why not?
3. What are the four types of customers Amazon serves? What do each of these customers want from Amazon? Are their needs conflicting?
4. Is Amazon growing too fast? Defend your answer.
5. Describe Amazon's growth strategy. Do you believe that Amazon should be more internally focused rather than pursuing more acquisitions?
6. To what extent is Amazon's success attributable to Bezos? If he were to leave the company, would Amazon be able to continue its record of growth?
7. Amazon has a number of different types of competitors. Which of these offer the greatest threat to Amazon's future? How can Amazon secure its future in light of these competitors?
8. What happened when Amazon began to price electronic books much lower than printed books? What does this say about the power of its suppliers? Are other suppliers likely to present a threat to Amazon's strategies in the future?
9. If you had a pool of money to invest in the stock market, would you invest in Amazon? Why or why not?