

### Amazon's Strategy in 2014-15: Key Strategic Initiatives, Business Model, and Growth Strategy

#### Business Model Overview

##### 1. Amazon's Business Model

Amazon's business model is a combination of e-commerce, cloud computing, and digital content. The company's primary revenue source is its e-commerce platform, which allows customers to purchase a wide range of products, from books and electronics to clothing and groceries. Amazon also generates revenue from its cloud computing services, Amazon Web Services (AWS), and its digital content services, including Amazon Prime Video and Amazon Music. The company's business model is characterized by its focus on customer experience, low prices, and fast delivery.

Amazon's success is largely due to its focus on customer experience. The company has invested heavily in its logistics network, which allows it to deliver products quickly and reliably. Amazon also offers a wide range of services, including Prime membership, which provides customers with access to fast delivery, streaming video, and other benefits. The company's focus on customer experience has helped it build a loyal customer base and drive growth. Amazon's business model is also characterized by its focus on innovation. The company has invested heavily in research and development, particularly in the areas of artificial intelligence, machine learning, and robotics. This focus on innovation has helped Amazon stay ahead of the competition and drive growth.

The Amazon.com Inc. Strategic Management Case Study (2014-2015) is a comprehensive analysis of the company's business model, growth strategy, and competitive advantage.

# Google Strategy In 2012 Case Analysis Answers

**Wenbin Ji**



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