The Secrets of Amazon.com

Advisor: John Sum
Presented by Denny, Renee, Eric, & Jimmy

What is Amazon.com?
Three Key Elements

Services

Business Network

Technologies
The Buying Process

Search

Browsing History

Recently Viewed Items

- Kindle Wireless Reading Device, Wi-Fi, 6" Display, 6GB, by Amazon
- Kindle 3G Wireless Reading Device, Free 3G + Wi-Fi, 6" by Amazon

Recent Searches

today's recommendation for you, today's recommendation for you (All Departments)

View and edit your browsing history
The Buying Process

Decide

Product Detail & Description
Customer Reviews

**Capacity:** 8 GB

<table>
<thead>
<tr>
<th>Average Customer Rating</th>
<th>Battery Life</th>
<th>Quality of product</th>
<th>Fun</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 stars: 100% (60)</td>
<td>3 stars: 60%</td>
<td>2 stars: 10%</td>
<td>1 star: 0%</td>
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</tbody>
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**Most Helpful Customer Reviews**

741 of 786 people found the following review helpful:

**5 stars:** The Lines Between iPod Touch and iPhone Have Started to Blur, September 7, 2010

By **Scott Showalter**, “purefusion” (ON, USA) - See all my reviews

Top 100 reviewers | Real name

This review is for: Apple iPod touch 32 GB (4th Generation) NEWEST MODEL (Electronics)

Having had a chance to spend a little time with a review model gives me a chance to share the experience with you a bit early (before my own arrives). I’ll take you hands-on with the new model, plus I’ll share from my past two years of iPod touch ownership altogether, especially for those who haven’t yet owned (or been owned by) one of these mobile gems.

I’ve also hidden a treasure trove of info on how you can legitimately download tons of quality apps for free. First though, let’s quickly cover what’s new.
Decide

Bestsellers

Search  Decide  Purchase  Checkout

The Buying Process
Free Shipping

1. Place at least $25 of eligible Amazon.com products in your Shopping Cart. (Eligible items will say "eligible for FREE Super Saver Shipping" next to their price.)
2. Proceed to checkout.
3. Ship your items to a single U.S. address.
4. Select "Group my items into as few shipments as possible" as your shipping preference.
5. Select Super Saver Shipping as your shipping speed. After your order ships, it will be delivered within 3-9 business days.
6. Place your order, and enjoy the free shipping!

The Fine Print:
- If you qualify for FREE Super Saver Shipping but your order also contains one or more ineligible items, you'll be charged shipping fees for those ineligible items.
- Cancelling items, combining orders, or changing your shipping address, speed, or preference might affect your order's eligibility for Super Saver Shipping.

Gift-Wrapping for All Occasions
Amazon.com gift-wrap is the perfect complement to any gift. We will select from our coordinating papers, boxes, bags, and ribbon to make your gift special. Gift-wrap prices range from $3.99 to $6.99 per item, depending on size. Because of their size or shape, some items can't be wrapped in paper or a box — we'll send them in a reusable, festive cloth gift bag. Extremely large items are not eligible for gift-wrap. If this is the case, it will be noted on the item's detail page.

Each gift-wrapped item includes:
- high quality gift packaging (pattern may vary)
- high quality ribbon
- a gift card printed with your personal message

Gift & Wrapping
The Buying Process

Checkout

PayPhrase
Checkout

I-Click Ordering

Other Services
Advertising

More places you can see Product Ads:

- Drive traffic to your website
- Cost per click advertising
- Reach tens of millions of shoppers
- Highly targeted placements

When you get your first click, we'll give you the next $75 worth of clicks for FREE!

*Restrictions apply

Sign Up Today

Available at External Website

Visit this site

599.99 + $25.00 with shipping

Amazon Payments

Ad

Marketplace

More Buying Choices

146 used & new from $6.95

Have one to sell? Sell yours here

or

Get a $2.75 Amazon.com Gift Card

Trade in here
Welcome to Amazon’s Digital Text Platform, the fast and easy way to publish your books for sale in the Kindle Store worldwide.

With Digital Text Platform (DTP) you can publish your books on the Amazon Kindle Store. It’s free, fast, and easy. Books published through DTP can participate in the 70% royalty program and are available for purchase on Kindle devices and Kindle apps for iPad, iPhone, iPod touch, PC, Mac, BlackBerry, and Android-based devices. With DTP, you can publish books in English, German, French, Spanish, Portuguese, and Italian and specify pricing in US Dollars and Pounds Sterling. You will also find useful information on our active community forum.

Start publishing today with Amazon’s Digital Text Platform!
Technologies

Main Database

Customer Ratings

Recommendations

Checkout System

Seller Interface

Divided Into Web Services
Built From Multiple Web Services

Independent Teams
Server Operating System

Linux

Database System

Oracle
Asynchronous JavaScript And XML

User Interface Enhancement

AJAX
Business Network

Amazon.com’s Business Network

Suppliers  Amazon  Customers

Competitors
Creating Competitive Advantage
Sources of Competitive Advantage

1. Cost Down
2. Uniqueness
3. Competitive Advantage

Efficient Services

Customer service: Excellent

Cost Down

47

48
Cost Down

Virtual Store

Cost Down

Zero Inventory
Sources of Competitive Advantage

Uniqueness

Smart Recommendation System
Profits = Price x Quantity - Cost

Amazon.com’s Profit Equation
Total Number of Products

Unique Products
Sales Volume

Popular product

Niche product

Product Quantity

Virtual store’s revenue
Ex: Amazon, iTunes

Physical store’s revenue
Ex: Barnes & Noble

Long Tail

Conclusion
How does Amazon.com make money?
Selling Products

Kindle Store

Suppliers

McGraw Hill

Pearson

Longman

3M

Buyers
(General customers)

Sellers

Writers

Supply books and products

Collects money from buyers and pays to suppliers

Sells books and products

Pay for products

Pay for advertising fee

Provides advertising platform

Advertising Fees

Kindle Store

Buyers
(General customers)

Sellers

Writers
Referral Fees

Value-Added Services
Kindle Store Royalties

References

Thank You!
for your attention