

### SW-3 Marketing, Sales and Promotion

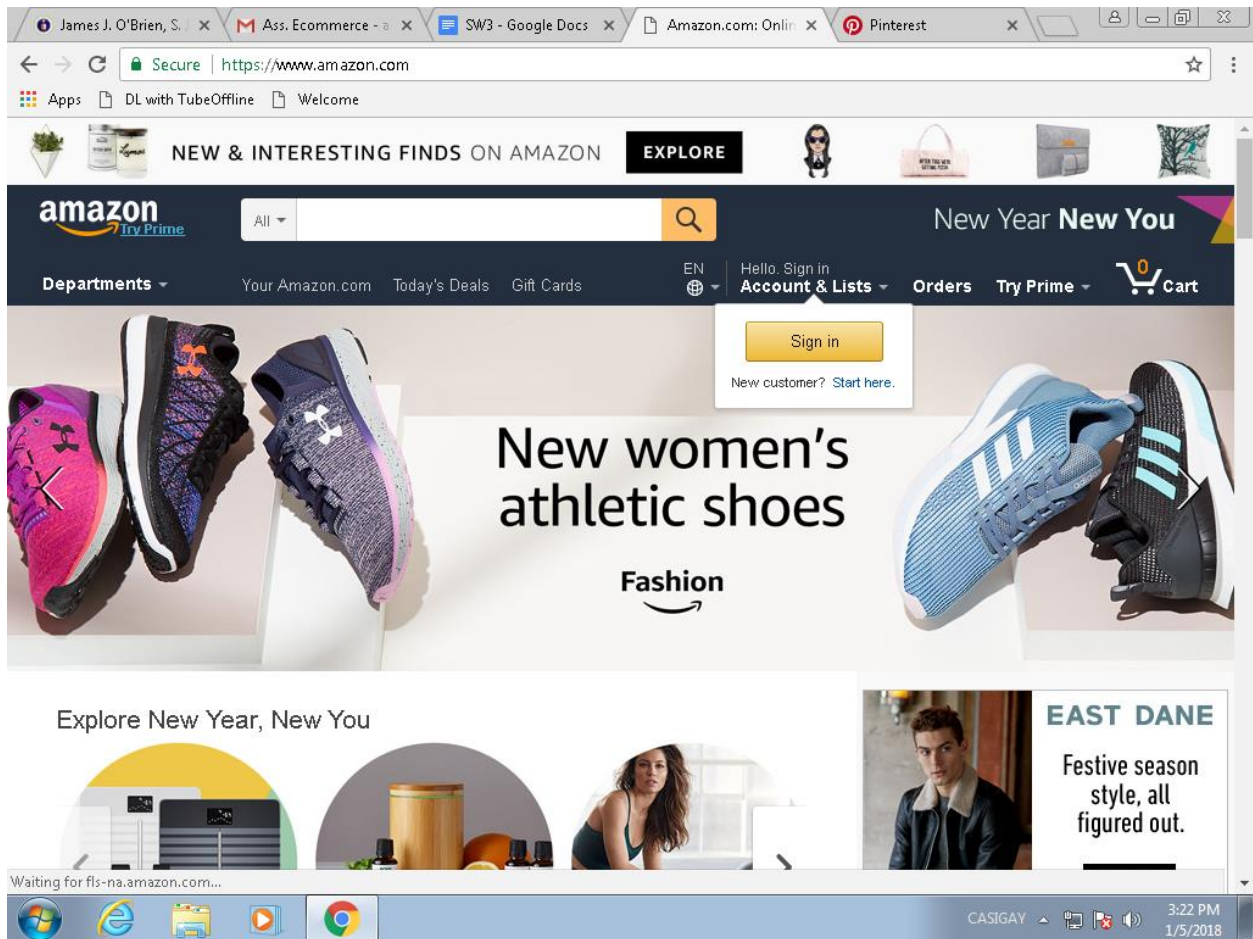
Identify a company that uses the Internet for marketing, sales, and promotions. Answer the following questions for the company of your choice.

1. What is the name of the company? Provide the company logo.



2. What is the URL of the company home page?

<https://www.amazon.com/>



### 3. History:

----- a. Who founded it and when?

**Amazon first launched in 1995 as a website that only sold books, founder Jeff Bezos had a vision for the company's explosive growth and e-commerce domination.**

----- b. Initial products/services and markets?

**The initial product of Amazon are books.**

----- c. Private or public?

**Public**

----- d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

- Amazon is a brick and mortar.



4. Financials: (2016)

----- a. Most recent year's revenues? **\$135,987,000**

----- b. Most recent year's profits? **\$47,722,000**

www.nasdaq.com/symbol/amzn/financials?query=income-statement

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**Income Statement** Balance Sheet Cash Flow Financial Ratios

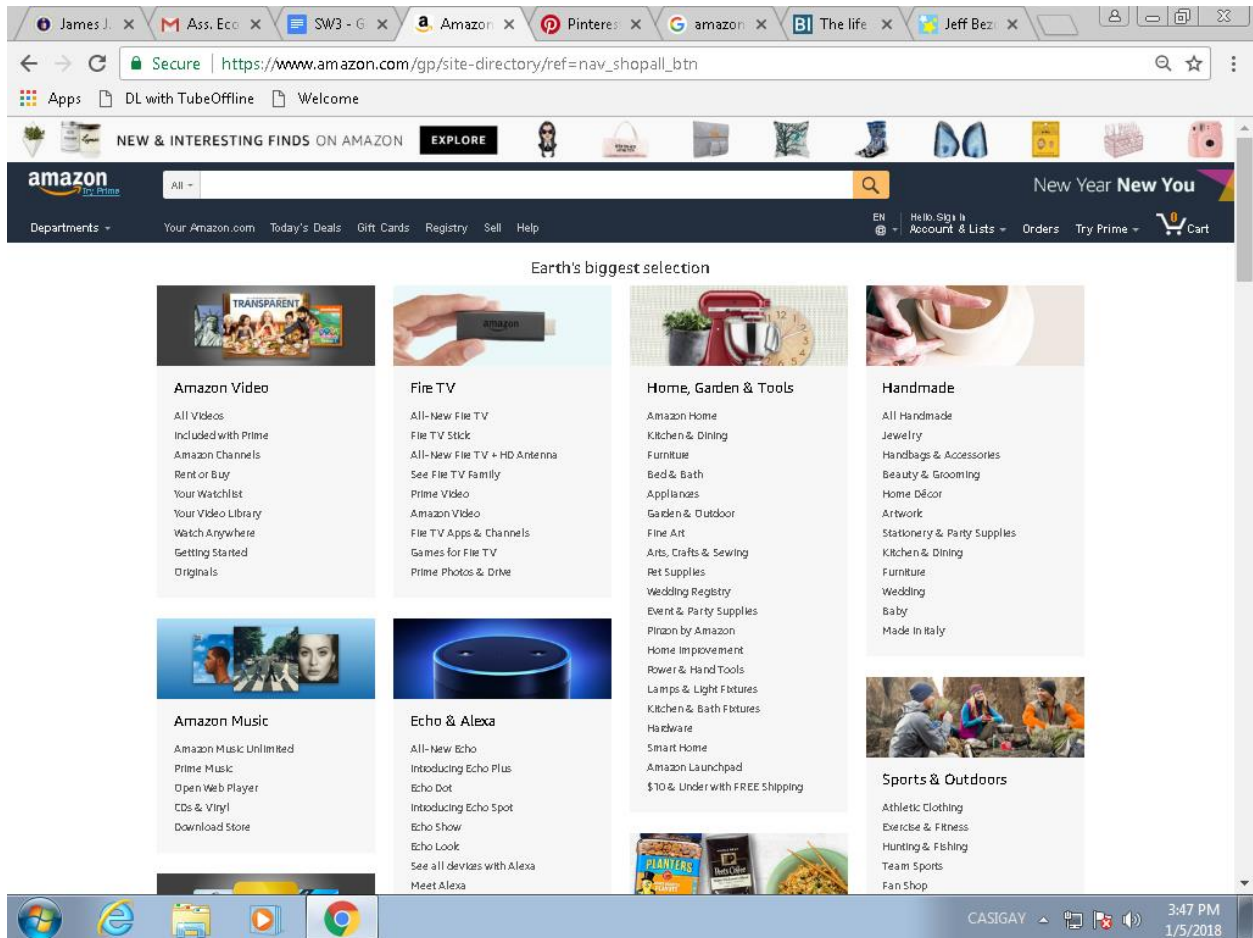
Annual Income Statement (values in 000's) [Get Quarterly Data](#)

Period Ending:	Trend	12/31/2016	12/31/2015	12/31/2014	12/31/2013
<b>Total Revenue</b>		\$135,987,000	\$107,006,000	\$88,988,000	\$74,452,000
<b>Cost of Revenue</b>		\$88,265,000	\$71,651,000	\$62,752,000	\$54,181,000
<b>Gross Profit</b>		\$47,722,000	\$35,355,000	\$26,236,000	\$20,271,000

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5. What are its main products and services?



Books & Audible

Home, Garden & Tools

Beauty & Health

Movies, Music & Games

Toys, Kids & Baby

Home Services

6. What is its target market and who are its customers?

The target market that Amazon is trying to reach Amazon's target customers are people who have access to the Internet and have financial paying tools such as credit card, debit card, PayPal etc. Further, the firm's clients do not stay within the United States only. Amazon has reached its hands to online customers in other continents. Further, the company's Prime program seems to appeal more to older shoppers than the younger ones since data shows that individuals whose age 40 or more are more loyal to the service than people whose age is less than 40. (Smith, 2015)

7. Who are its main competitors?

- **Walmart Stores, Inc.**
- **Apple Inc.**
- **Alibaba Group Services Limited**

8. How is the company using the Internet for marketing, sales, and promotions?

**1. Facilitate product discovery**

**2. Drive social engagement that revolves around social commerce**

**3. More reliable product reviews & recommendations (maybe)**

**4. Promote Prime memberships**

**5. Data collection & ads when the time is right**

Sources:

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