

1. Company name.

The name of the company that I am going to present in this report is amazon and the URL of the company is www.amazon.com which is basically ecommerce website.

2. Does the site convey a positive or useful message for the company?

The website does a great job of giving off a positive message about Amazon. It shows that Amazon is a reliable and convenient place to shop for almost anything. The homepage is filled with different deals and promotions, which makes it clear that they want customers to feel like they're getting good deals. They also provide the free shipping with two days or one day shipping that encourages user to buy from the amazon and has a great return policy which you can return without any hesitation or questions asked.

3. Who is the target audience?

Amazon is trying to reach everyone. Since it sells so many various things, almost anyone can find something they want on the site. It's for people who like to shop online for computer accessories, books, or even groceries. It also appeals to people who desire fast shipping, especially if they are an Amazon Prime member, where they can receive items in a one or two-day time frame. Therefore, the target audience is anybody who wants to shop online and get things in a timely manner.

4. What information content is provided?

Amazon provides lot of information on their site for example products, review, pricing, seller name, seller other products they sell. When you click on a product, there are descriptions, prices, and pictures of the items. They also show customer reviews and give ratings, so you can see what other people think before buying. If you're a Prime member, it even tells you what special deals you can get, like free shipping or streaming music and movies. There is also a lot of deals on the homepage and also have certain month such as deals of the day and primes months where customer can get exclusive price that is been set by the amazon, which is also very nice because customer can get their product cheap and also customer come back to explore more product and buy extra product.

5. What business model is the site following? (Chapter 1, pp. 17-18 may be useful)

Amazon has a few ways of making money. It uses the e-commerce model, which means it sells products directly to customers, like books, toys, web service, hosting service and gadgets. But Amazon also lets other companies sell products on their site, and they make money by taking a cut from each sale. Another way they make money is through Amazon Prime, where people pay a yearly fee to get things like free shipping and exclusive shows and movies and not only that Amazon also provide the streaming game service for people to play games on their server and even host the website and store that database using the AWS. The business model is to provide the most use of the user or business day to day to life where they can get all there need in one place.

6. What functions are provided?

Amazon's website has a lot of cool functions. For example, search bar, navigation, cart, Product history monetarizing, gift card reload or pay out with gift card, credit debit card. It also has the product review detail page where it will show you different kind of product image, detail, seller name, reputation, seller store information as well as customer feedback and review. There is also one cool functionality in amazon which is if you are influencer, you can have a small podcast in the amazon and can buy the product directly where the influencer is wearing or trying to showcase the brands. It also has the functionality of image placement, for example if you are trying to buy furniture or coffee table it will tell you exactly how much space it will require in your house rather than guessing or ruling the space layout. Amazon also has the functionality of search products by image or scanner code.

7. Does the company generate revenues from the site? How?

Yes, Amazon makes money from its website in a few ways. First, they sell products directly to customers, so when you buy something, Amazon gets that money. Second, they let third-party sellers sell their products on Amazon, and Amazon makes money by taking a small fee from those sales. Another way Amazon makes money is through Amazon Prime, where people pay to get perks like fast shipping and access to movies and music. Lastly, Amazon also makes money by showing ads on its site for other products or services.

8. What costs do you think are associated with generating those revenues?

Running Amazon's website has to be costly. Firstly, there is the technology. Amazon covers the cost of all the servers and other technology that makes the site run. There are also shipping costs, since Amazon has to get products to customers in a timely fashion. Amazon covers the cost of warehouses, delivery people, and even robotic systems that help with packaging. And additionally, Amazon spends a great deal on advertisements, since they would want customers to keep buying products. They also have to pay workers for services such as customer service, which is required since customers might need help with their orders.

9. Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Amazon website is user-friendly and quick. The interface is simple, so it is simple to discover what you desire, whether via the search or browsing the sections. The site is really honest because the details of the products and reviews can be found immediately on the page of the product, so that you can make up your own mind as to whether it's what you seek. Navigation is simple, and once you're ready to buy, the checkout process is quick and easy. The site loads fast, and the pages don't take long to open. However, sometimes, during big sales like Prime Day, the site can get a little slow because so many people are shopping at the same time.

10. How well does the company use design and layout features?

Amazon's website is very big and has a lot of things all over the home page and looks very cluttered. But it's also very easy to use due to the search bar they provide in the top bar and also when you click on product page it shows detail, images, reviews and also similar product incase you don't like that product and you can buy different product instead of going back and searching for different product. The search bar at the top allows you to find things really fast, and the "Add to Cart" and "Buy Now" buttons are big and easy to see. But sometimes it gets too full of ads and makes the page look messy. It would be more eye-friendly if it was not as cluttered.

11. Is the site aesthetically pleasing?

Amazon's website isn't super pretty, but it works for the consumer end to end need because of many factor. The colors are mostly white, blue, and orange, and while it's kind of simple, it's not as fancy as some other online stores but also the good thing is they are sticking with a brand color logo theme. The site is mostly focused on functionality rather than standing out in a crowd.

12. What does the company do to provide a competitive advantage?

First of all, Amazon is very quick and also have a mobile app as well. If you have Amazon Prime, you can receive your stuff in one day or two days, which is way faster than other stores or any other ecommerce website and also sometime gets your product overnight. Lot of local vendor and brands put there items in the Amazon so they get the commission and also creates the name for the website itself too. Also, if you don't like something, they let you return it easily, which is convenient also each product has a review, who are writtern by users not by the company with the product image.

13. What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

Amazon has several security features to keep accounts safe and build trust. They use OTP (One-Time Password), IP detection, and geo-location security to protect users. Amazon also has a transaction management system to help customers track their order history. At the bottom of the page, they provide clear policies about what Amazon is responsible for and what the user is. They also have an easy to use navigation menu with product categories, plus a search bar for finding specific items quickly.

14. What currency(ies) are accepted and how are they accommodated?

Amazon is a global company, and its setup is different from many other e-commerce sites. For example, if you're in India, only products that can be delivered within India will show up, and prices are listed in Indian Rupees (Rs). Similarly, if you're in the United States, you'll only see products available there, and prices will be in US Dollars (USD). In short, Amazon shows prices and accepts currency based on the country you're shopping from.