An analytical view of Amazon success in the worldwide

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Abstract: Continuing to succeed is the dream of companies. Amazon was among the finest institutions operating in e-commerce. Its founder had a vision that propelled the firm to the top of the international online business rankings. In this research, the SWOT and PESTEL analysis have been discussed to clarify how its founder exploited the available opportunities and reduced the problems to become an essential part of human life. Amazon developed effective plans to follow its customer desires and long-term strategies that helped in achieving high profits despite all obstacles. Also, the types of IT system, AI, and Six Sigma adapted by Amazon have been discussed in detail. Finally, there are some essential recommendations for Amazon for continue to succeed.

Keywords: SWOT analysis, PESTEL analysis, Six Sigma, Information Management System.

1-Introduction

Achievement doesn't occur unintentionally; instead, it takes difficult work to get to the top. Amazon, the largest e-Market, was founded in 1994 by Jeff Bezos in USA. (Field, 2018). At first, the company's founder was worried that he might not have adequate funding for his vision. He was also afraid of people's perception of online shopping as an unsafe procedure, but he did not stop his dream and started collecting money from his relatives and friends. The company's founder set a vision and mission based on being a store that sells everything and enables people worldwide to find anything they want inside one place at the lowest reasonable cost. He sent a decent message to his customers, consoling them of their intellectual property rights and being protected, and nobody can take their rights. (KrystalBuzz, 2013). The organization proprietor zeroed in on managing change successfully by considering its causes and impediments (Yuan, 2020). He likewise set off to accomplish the organization's objectives through a time-sensitive strategy connected to the plans. Since he urged his workers to step up and express their viewpoints consistently, the organization's owner was named Person of the Year. Amazon operates in E-business, its clients are in different areas of the world, and buyers discover all that goes to their minds on "Amazon." simply a by one click of their fingers through their PC or cell phone. (Bauer, 2021).

Initially, the company's activities were limited to online book promotion. Nonetheless, the company's market grew over time to include computer games, electronics, clothing, gardening equipment, home decor, and various other products. (Amazon, 2020).

It has no physical location where products are stored before they are delivered to their owners at their home address or the addresses of shipping companies' offices. Amazon has now taken a step forward in dealing with businesses that rent and distribute video files over the Internet, such as "Netflix," by offering a website that allows people all over the world to view video files. Nowadays, amazon's market value has exceeded a trillion dollars.

The company's popularity is because it trusts and prioritizes its clients by providing quick support, access to everything they need on the internet, access to discounts and special offers, and trust security. Amazon is ranked 8th in the Fortune Global 500 list of the giant US corporations in net sales. With annual sales of $ 232.887 billion, Amazon made a profit of $ 10.07 billion in 2018 (Amazon, 2020).

2-Research Problem

Amazon has become one of the largest companies globally in electronic commerce and has become the best business model in this virtual world, but what are the reasons for success and continued progress?

The researcher attempts to review all reports and literature related to Amazon's success story and the challenges it faced to make recommendations for Amazon's continued success and growth and clarify the company's influential role in facing various economic, social, and political challenges.

3- Research Objectives

By reviewing studies, articles, publications, and books related to the topic of study, the researcher identified the main objectives of this research as follow:

A. Clarifying the existing operations management processes & quality management processes in achieving Amazon strategic management objectives.

B. PESTEL's analysis for Amazon

C. Operation's Management Strategies and Processes at Amazon

D. The tools and techniques specifically contribute to achieving organizational objectives and competitiveness

E. Six sigma technique's for Amazon

F. Information Management System at Amazon

G. How the Artificial Intelligence can enhance overall business operations of Amazon?

4- Research limitation

This research has theoretically focused on examining Amazon's success for continuation by collecting and interpreting studies, reports, periodicals, and books to represent an initial picture of Amazon's performance.

5- Theoretical frame work

A. **Clarifying the existing operations management processes & quality management processes in achieving Amazon strategic management objectives.**

SWOT Analysis of Amazon

Source: (Hammar, 2019)

Strengths
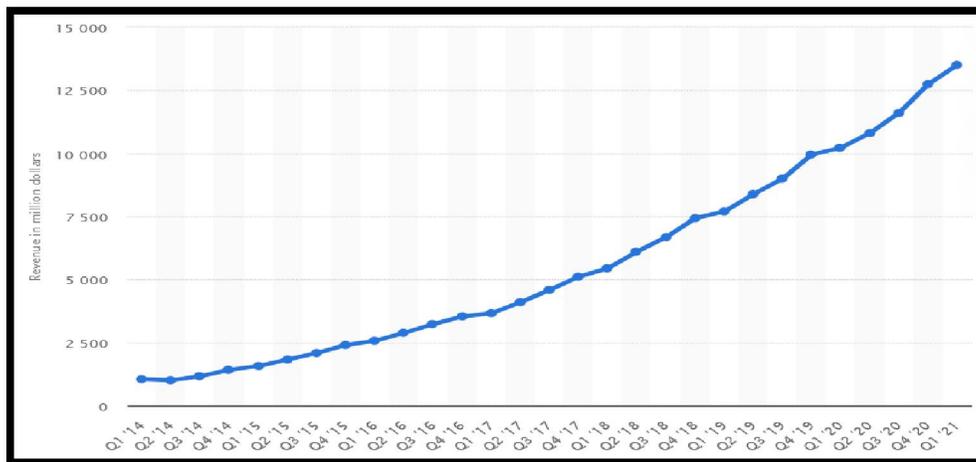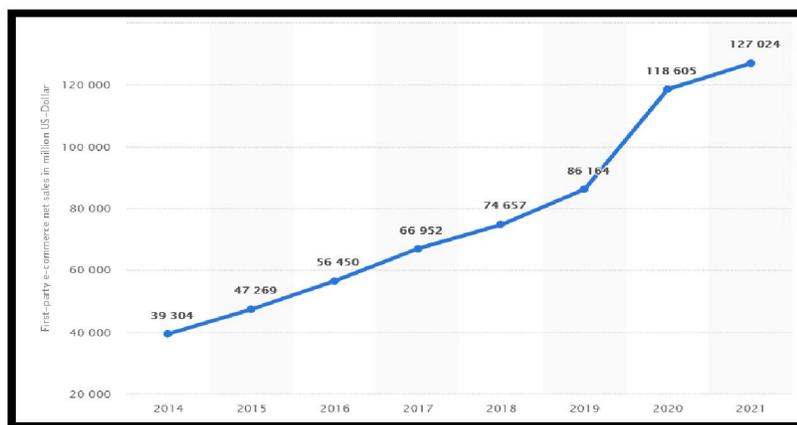
- One of the most important specialties of amazon is their reasonable prices that fit all customers' budgets also their truthfulness to the customers, their various payment and shipment options that work best for every customer on a worldwide level. (Osita, 2014).
- The company manager is highly focused on hiring the most qualified employees to ensure customer service is provided to the highest quality possible. And the owner of the company usually emphasizes customer feedback and experience regularly and always updates his customers with all new products and services (Jurevicius, 2020). One of the best features of the amazon site and app given to its registered customers is the ability to save desired goods to a Wish list saved for the future, so the customer won't forget what he wanted. Without any doubt, amazon has the fastest customer service and call center team, which replies to all FAQs and inquiries of the clients in the shortest time possible such as help them know more about their shipment and help them with cancellation and refund policies (Jurevicius, 2020).The company has been keen to achieve good revenues through the services on its site from the first quarter of 2014 to the first quarter of 2021, with increasing frequency. (Gaille, 2021).

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Source: (Peters, 2021)

Weaknesses

Regardless of its undoubted success, like any company, Amazon has its weak points. Some of these are their high taxes per product, and some products might be a little more expensive than other stores and websites. Their business model is too accessible, which may cause other companies to replicate it easily (Pratap, 2020). Also, due to its large number of goods, it is hard to make sure each product is in good shape and fits the customer's specifications accordingly. Another weak point is that the company exposed many of its employees to dangerous and unsafe work conditions risking their safety; however, amazon tried to list policies to keep the employees' rights. (Fox, 2020).

Opportunities

They have a high opportunity to penetrate the highly developed countries and collaborate with other competing companies in the market. Due to the increased use of technology nowadays, Amazon can use this as a chance to expand in electronic marketing. It has a high chance to acquire other companies, causing an exponential increase in their market share. To attract new customers, amazon has to make new offers and coupon codes for newly registered users to encourage them to make purchases. Amazon products are limited to adults and are also available for each age group to fit their needs. (Bentley, 2020).

Threats

Amazon has some issues with selling and shipping its goods to certain countries due to political and economic problems. It also faces high competition with Walmart and eBay as they are also growing to be one of the leading online shopping sites. Due to amazon not checking the originality of the seller's products, some sellers have used this as an opportunity to sell fake replicas of certain products and trick customers into paying the total price of a high-end brand. (Burgess, 2020).

This made some customer lose their trust in Amazon, which will affect its future sales. Some hackers have been able to break through Amazon's system, which caused customer's critical information such as addresses and card numbers to be leaked. This has threatened the customer's safety and entrust in the company. Regardless of all that happened in the past, Amazon made that it develops its system to be as secure and safe for its customers. (Bera, 2020).

B. PESTEL's analysis for Amazon
Political Factor

Political forces have harmed the Amazon Company's stability. Nations have their laws and political orientations; for example, there are economically prosperous countries like America and Australia that have aided Amazon's growth. Other countries have stifled Amazon's expansion, such as China, which has always been eager to help local Chinese businesses. The European Association reviews Amazon's performance in utilizing information from dealers that sell on Amazon Commercial center. If Amazon is seen as blameworthy by the controllers, it could confront actual results. So political concerns adversely affected Amazon's situation, notoriety, and productivity. (Greenspan, 2019).

Economic factors

Undoubtedly, Amazon is fully linked to the economic conditions of each country; for example, there are countries in which the consumer's income is high, which motivate the consumer for searching and buying, on the other hand, countries where the income level is low. Amazon also benefited from the Corona pandemic. Consumers' interest in searching for their needs on the Amazon site. Taxation will affect the company's performance and operational expenses. (Farooq, 2019).

Social Factors

Amazon has recently satisfied the cravings of the young; everybody needs to get their desire conveyed on time. That is the thing that is made conceivable through Amazon.

Customers' desires have changed. They are looking for everything on the Internet, So the company's management sought to provide all the desires of its customers from the minor imaginable thing to the non- possible thing. That is why it was called the giant who does not know the impossible. (Pratap, 2017).

Technological Factors

Amazon has made good use of technology, communication, secure payments, and a privacy policy with its customers (Jurevicius, 2020).The company's management preserved property rights by controlling cybercrime. That is why the company did not skimp on developing its website and employing competent people to ensure privacy and prove credibility for its customers in all countries of the world. Also, live contact was available 24 hours. (Frue, 2018).

Environmental Factors

The company has always taken care to respect environmental legislation by reducing any products that negatively affect the environment. And if you get into a problem related to the penetration of ecological conservation systems, it tries hard to prevent the issue and correct mistakes. (David, 2020).

Legal Factors

Lawful consistency is also essential for any business worldwide. It is significant for enormous names such as Amazon to stay consistent with the rule. Amazon possesses a different legitimate group to administer the lawful issues and difficulties. Amazon is focusing on respect all country's legalization to keep going in the global market. Respecting the laws is the secret of Amazon's success. The company has always been keen on transparency and not being evasive. (Greenspan, 2019).

C. Operation's Management Strategies and Processes at Amazon
Design of Goods and Services

To maintain that its online shopping offerings are reliable and easy for potential buyers, the firm employs innovative knowledge and transmission technology. Such tools are also applied to help Amazon's e-commerce exercises run as efficiently as possible.

Total Quality Management

Amazon is keen to deliver the highest quality and encourage its workers to communicate ground-breaking plans to tackle issues and improve business by developing a quality culture. (Suneson, 2020).

Location and Layout Strategy

Amazon positioned its distribution canters in mid marks of the urban communities to improve its delivery quality. The organization thinks often profoundly about its inside plan of its central command and stockrooms to guarantee that each territory is utilized productively and successfully (Knee, 2021).

Scheduling Strategy

Customer's orders on Amazon are scheduled accordingly and not a random process for instance, it makes sure that customers that have ordered a specific item receive their shipment within the estimated time as much as possible. (Stringfellow, 2018).

Human Resources Strategy

Amazon has employed outstanding best Human resources teams to ensure that the purchaser's orders are productively overseen, and if there are any inadequacies, they can be settled effectively within a short time or refunded per customer's request. For these numerous reasons, Amazon consistently attempts to build up its coordination's tasks

constantly through advanced supply chain. (Howland, 2017).
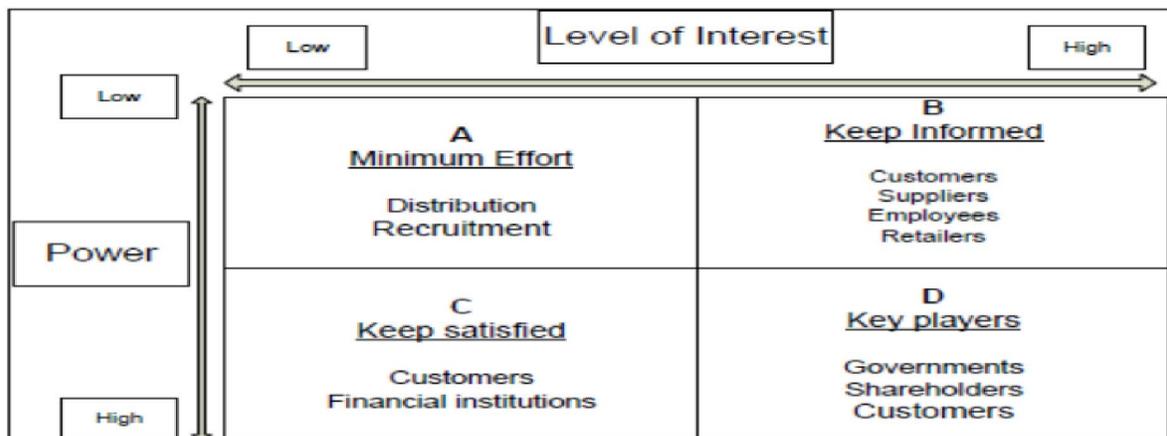
Diversification Strategy

The company has always made sure to diversify its products and goodies to fit each and every customer's standards and budget range. This diversification has exponentially improved its productivity and increased its sales and net value. (Knee, 2021).

Acquisition Strategy

Amazon has acquired smaller and weaker companies to use it as an expansion unit for its benefit. One of the most significant and known companies that they managed to catch was the .com company. (Taylor, 2019).

Stakeholders Analysis Methods

The most important measure of success, according to Amazon's founder, is understanding the clients. Amazon has classified its stakeholders carefully using a matrix to divide them by their interest level and degree of power and control on the company. (Ferguson, 2017).
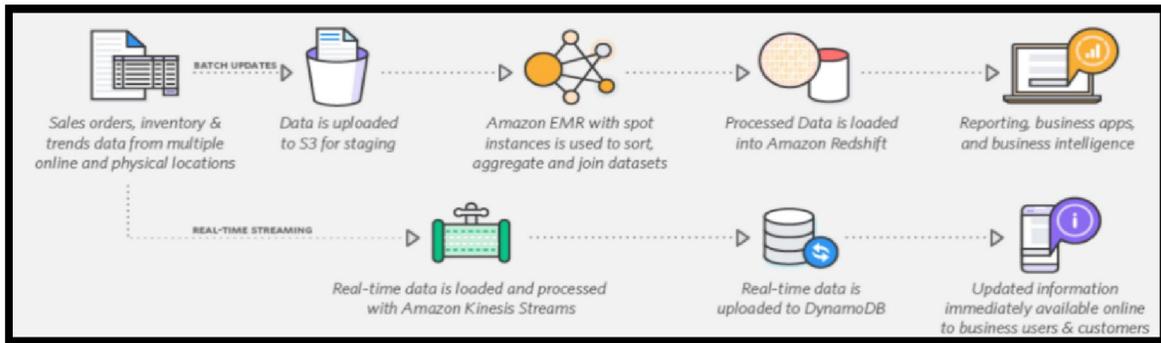

(KrystalBuzz, 2013)

Big Data Analytics Technique

Big data is a subject that handles methods to examine, regularly obtain data. Amazon constantly analyses big data to make a good plan to ensure its

customers satisfaction and has arranged into steps by using advanced technology as below: (Amazon, 2020).

Source: (rinuemma, 2018)

D. The tools and techniques specifically contribute to achieving organizational objectives and competitiveness

Not all the companies listed on the fortune.com website are considered a threat to Amazon. To identify Amazon's level between other listed companies, Amazon's manager has created benchmarking to become aware of its competitors and its strengths and weaknesses. (Burgess, 2020). Along with the benchmark analysis, the founder has made a field study to determine the number of active competitors; he has found out 17 other companies are competing with Amazon. Some of them are the well-known Walmart, e-Bay, and Alibaba. (Anderson, 2019).

These competitors have a solid fixed reputation in the e-commerce society; for that reason, Amazon's founder has decided to attend meetings with the company's stakeholders to determine the essential steps to be taken to make the benchmark analysis. (Waber, 2019).

Benchmarking analysis for Amazon

It is a continuous evaluation mechanism aimed at assessing and reviewing the success of organizations and finding and addressing shortcomings in comparison to others (Harper, 2019). The benchmarking strategy is viewed as one of the instruments utilized successfully to complete improvement and advancement in execution. It addresses numerous inquiries through which the foundation can distinguish its abilities and spot them among the organizations working in a similar field. These inquiries are: The place where are we from others working in a similar field? (Downs, 2019).

- What are the territories that need improvement? (Amazon, 2020).
- What are the best associations we can contrast our activities and? (Enright, 2017).
- How might the strategies for these foundations be utilized in our association?
- How might we recognize these organizations? (Field, 2018).

That is why the Amazon founder identified two steps to do this analysis as follows:

Step One: Identifying the strengths and weak points of the competitors.

Alibaba

Amazon's founder has studied the strengths and weaknesses of Alibaba. This Chinese company makes a medium connecting the customer and seller and has a solid reputation and high market share, exceeding 72 billion. One considered weakness of Alibaba is the frequent misconceptions and arguments between sellers and customers, unlike Amazon, which has taken full responsibility and is a mid-point between customers and sellers. (Burgess, 2020).

One of the advantages of Amazon is that it can impose taxes on its sellers and takes a percentage on seller advertisements. Through several studies, Amazon found that its annual revenue exceeds Alibaba. (fortune, 2021).

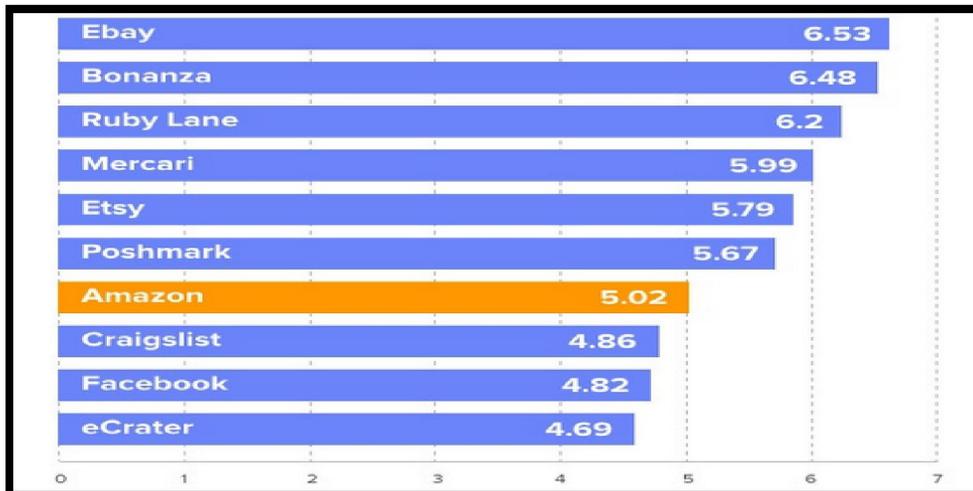**eBay**

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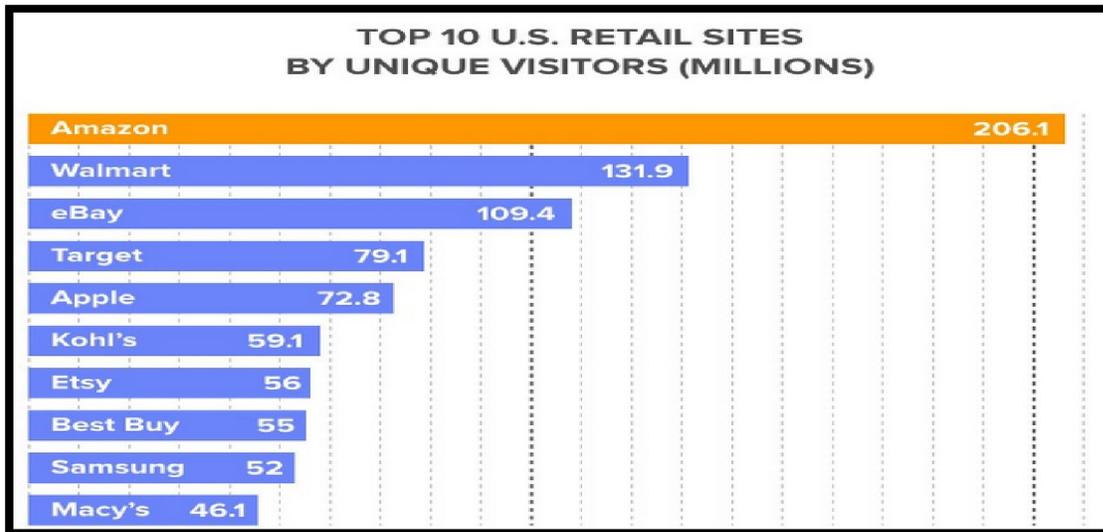

Source: (Sabanoglu, 2020)

Walmart

Walmart is an American company that also has a good reputation (Waber, 2019). All of its profit is gained from physical warehouses more than online selling. According to fortune's website, its revenue has exceeded 523 billion and lies first on the fortune's website scale; however, Amazon doesn't consider Walmart a threat due to their many differences in selling conceptions comparing to Amazon. Through Benchmark analysis, Amazon found that the number of new visitors who buy its products is higher than all competitors (206 million novel guests). Yet, Walmart ranked second in terms of the number of unique visitors (132 million unique visitors). (Bentley, 2020).

TOP 10 U.S. RETAIL SITES
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Source: (Vailshery, 2021)

Step Two: Setting Amazon KPIs

Amazon defined five primary dimensions based on the details previously mentioned: Reasonable pricing, Fast shipping, Clear reach, accurate delivery, and Quick customer service. Amazon was able to compare the 17 rival companies based on the five dimensions listed above, allowing it to place first in eCommerce. Below table will show the benchmark analysis between Amazon and other rivals in E-marketing in 2020. (McGrory, 2020).

Company	Founded	Headquarters	Annual revenue
Amazon	1994	Seattle, WA, US	$280.52B
Alibaba	1999	Hangzhou, China	$72B
eBay	1995	San Jose, CA, US	$10.75B
JD.com	1998	Beijing, China	$82.865B
Rakuten	1997	Tokyo, Japan	$7.2B
Zalando	2008	Berlin, Germany	$7.7B
Flipkart	2007	Bangalore, India	$6.3B
Etsy	2005	Brooklyn, NY, US	$818.79M
Apple	1976	Cupertino, CA, US	$260.2B
Staples	1986	Framingham, MA, US	$20.22B
Walmart	1962	Rogers, AR, US	$524B
Home Depot	1978	Atlanta, GA, US	$110.2B
BestBuy	1966	Richfield, MN, US	$42.88B
Target	1902	Minneapolis, MN, US	$78.11B
Macy's	1858	New York, NY, US	$24.97B
Wayfair	2002	Boston, MA, US	$9.13B
Facebook	2016	Menlo Park, CA, US	$70.7B
Pinterest	2009	San Francisco, CA, US	$1B

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Source: (Sharma, 2017)

Operational Excellence (OE)

For a long time, Bezos has required all senior directors to work in client assistance for in any event one day every year. Leaders are approaches to act rapidly for any upcoming issue. Amazon emphasized the Lean process by streamlining processes in its regular operations (Gingiss, 2019). Furthermore, the delivery plan for a particular product is contingent on the guaranteed shipment period, and any work feature has been meticulously planned to optimize efficiency (Moreira, 2021)

Hiring BEST

A more significant number of people are assigned to attainment centers, including customer service. Amazon hired a qualified staff with balk belt Six Sigma. (Amazon, 2020).
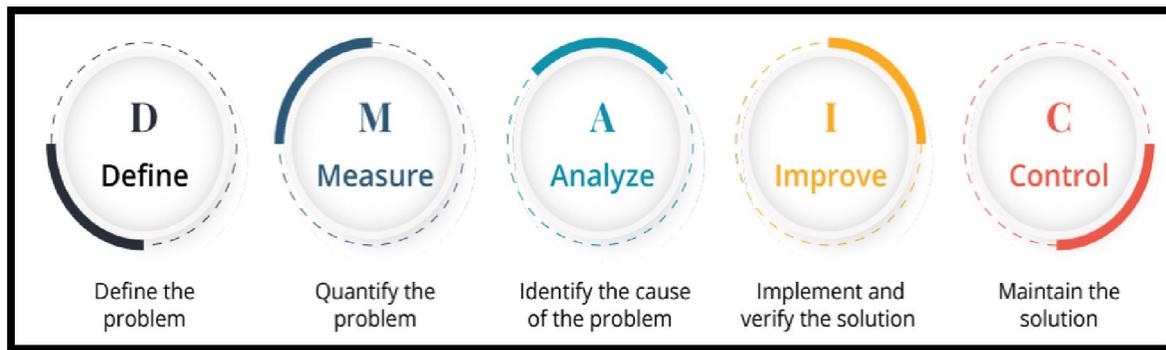
Six Sigma methods

Bezos underlined the need to augment proficiency to coordinate or surpass client needs. Its stockroom measures over 35 orders each second, just as exhaustive checks before each deal. Amazon, the board, was quick to characterize strategies, measure their level, examine them, and afterward foster them to arrive at the most elevated phases of value control in activities and creation. (Stringfellow, 2018).
 Outcome

Six Sigma resulted in a radically new organization with better asset handling, improved performance, and more effective value stream monitoring. (Amazon, 2020).
How amazon applied Six Sigma through DMAIC methodology.

Source: (knowledgehut, 2021)

Six Sigma encompass DMAIC methodology includes five stages to improving quality as below: (DeFeo, 2020).

Define

Decide the particular pathways that will be examined. The issue should initially be clarified and its range restricted. At that point, groups were shaped to go through the methodology inside and out, accumulate the applicable information, make ideas for changes, and set those ideas in action. (Sharma, 2017).

Measure

Record information and use measurements to follow viability and assess capabilities. Accurate data archiving and recording systems are used to ensure and retrieve it when it is needed. (Kulach, 2016).

Analyze

Analytical reasoning skills are adopted to analyze evidence and express priorities. Amazon collects personal information on its website because it needs personal data to investigate the nature of its website visitors (purchasing pattern, age, gender, cultural level, etc.). When it transfers sensitive personal data, Amazon uses a combination of advances, security efforts, and administrative initiatives to help protect personal information from being accessed, exploited, or disclosed by unapproved parties (for instance, card data). (Bauer, 2021).

Improve

Amazon makes changes in business measures designed for development and better arrangement with corporate objectives. It incorporates inside it exceptionally regulatory frameworks, which made it quite possibly the most coordinated organization. It follows unique calculations that oversee work inside

its establishments; for instance, the performance of employees is checked through a particular program that permits workers to partake in their positive and negative sentiments. Amazon presents countless solutions and facilities, whether to the sellers or the beneficiary customers, and one of these solutions is called "fulfillment through Amazon." Amazon provides a variety of offerings to its customers. Amazon launched the "Prime" program ten years ago, which costs a hundred dollars per year and has amassed a large subscription base valued at fifty million from the highest-spending customers. Serving "Prime" is also considered a vital part of the company's strategy. (Amazon, 2021).

Control

Provide a series of checks and changes to ensure the manufacturing procedures are continually improved. Improving the sales process and giving users a more flexible and enjoyable buying experience, Amazon takes advantage of peak sales times and seasons, and holidays to raise its sales. Amazon begins to prepare for the holiday season by expanding the workforce by 40% by employing 120,000 temporary workers. (Taylor, 2019).

F. Information Management System at Amazon

Database management systems are one of the types of information systems. (Komarraju, 2021). It is a group of computer programs concerned with the quick search for and recovering information in databases and determining how to store, organize, manage, and reclaim data. It is responsible for handling some matters related to databases such as security Accuracy, response time, memory requirements, and compatibility between different records (Anderson, 2019). The company has relied on many primary and subsidiary information systems in managing its operational processes. It has been keen to train its employees on new procedures periodically, as below: (rinuemma, 2018).

Specialized Accounting Systems

Amazon has developed an accurate accounting system that allows extracting financial statements and estimating the required financial budget each year. Simple methods have been developed to deal with the volume of sales and their returns while keeping accounting records and reports in electronic archiving to compare the financial position of the company's

performance over different periods to see the extent of progress and achievement. (Amazon, 2020).

Inventory Tracking Systems

This system allows them to keep track of the products' availability and the amount available in stock, helping them sort out products that need to be restocked to satisfy customer's needs. Amazon has applied the JIT method in some of its products by building a long-term relationship with the sellers. If the consumer orders a specific product he wants, Amazon contacts the supplier to fulfil the customer's request. (Kulach, 2016). This method has enabled amazon to keep an eye on the product availability status, which helps the company's administration know whether a particular type of goods is lacking or exceeding in number. (Bauer, 2021).
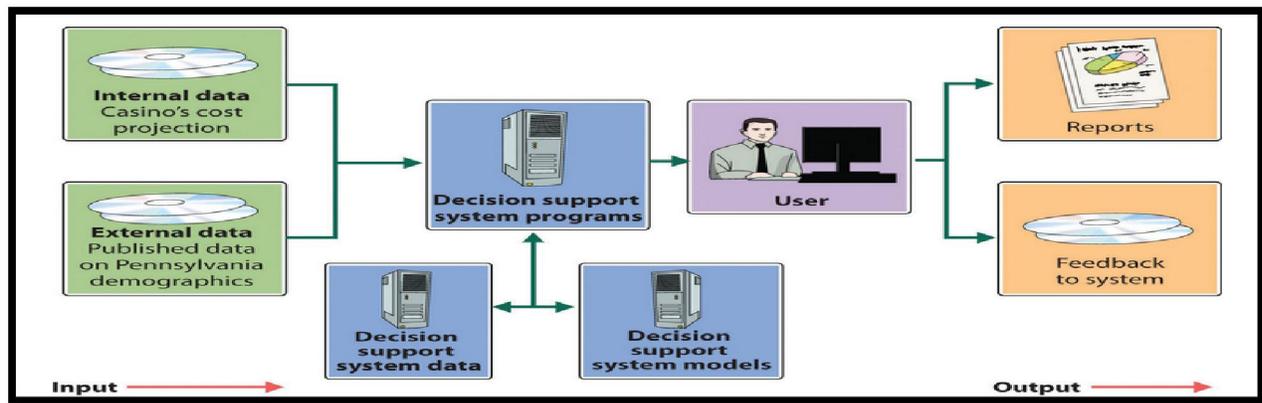
Quality Control Systems

The company's management used accurate quality tracking systems to ensure that specifications were matched with the desires of its customers. It used a control chart to ensure that all its logistical operations were in line with acceptable tolerance limits. It also used a fishbone diagram to track and find the root cause of any problem. (Bauer, 2021).

Human Resources System

The company used an integrated system for human resources that contains many subsystems related to selection, recruitment, training, and performance control. It put a strategy for promotion and development to know all the procedures required for advancement and career growth within Amazon. It allowed its employees to provide problem solutions electronically through the system. It has also developed advanced training programs for employees to understand the different cultures of customers. (Day, 2020).

Decision Support Systems

The company adopted an excellent design that allows entering a massive amount of data and processing it in the form of reports that help decision-makers make a rational decision in light of the capabilities available to the company. Therefore, the company's founder said that all our decisions are based on accurate information and not random. (Sadik, 2018).

Source: (Yuan, 2020)

Risk Management System

To identify all potential risks that may affect the company's performance and has used quantitative analyses to evaluate these risks according to its priorities and the degree of its impact on the company's performance (Miliard, 2020). And set up a specific electronic matrix. It has several strategies to deal with risks if they occur, and this is what the founder of the company indicated that any risks could be addressed if carefully studied. (Amazon, 2020).
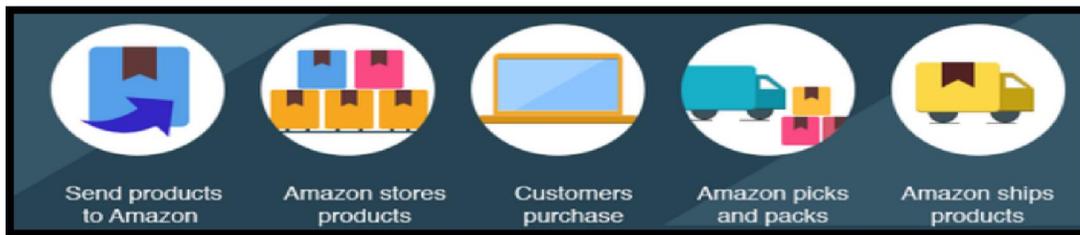
Enterprise Resource Planning Systems

This system takes care of organizing the communication movement with Amazon customers to secure resources, identify the production lines during the coming period, and secure the necessary needs of materials and equipment needed by workers within the organization. (Ingram & Kent, 2019).

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Source: (Amazon, 2021)

G. How the Artificial Intelligence can enhance overall business operations of Amazon?

The massive corporation did not stop evolving and upgrading. It implemented an artificial intelligence infrastructure for all of its activities, relying on the technology to choose storage locations, prices, and supply goods to consumers quickly, and calculate shipping costs across many countries. The company's management has defined 5 five steps to implement artificial intelligence as below. (Komarraju, 2021).
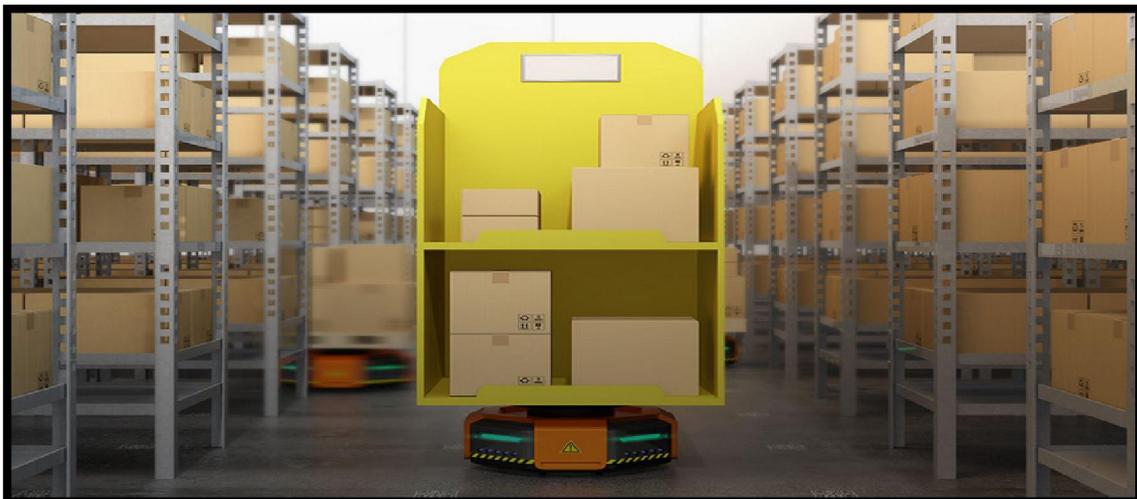

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Source: (Grasso, 2019)

The company also used this technology to track trucks through surveillance cameras to ensure they adhere to specified road paths (Morgan, 2018).

The company is keen on work ethics, and it informs truck drivers that they are being monitored for accuracy and quality purposes. Amazon formally asks them to agree on a controlling system. This information is saved inside the company's information system (Williams, 2021).

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Source: (root, 2020)

The Egyptian Ministry of Communications reached a deal with Amazon to educate 500 workers on incorporating this AI scheme. Many countries have benefited from Amazon's artificial intelligence expertise; for example, the Kingdom of Saudi Arabia has developed "Tawakolna," an application for electronically granting permits to enable roaming during curfew times and dates (Pervez, 2021).

Among Amazon's achievements in the field of artificial intelligence. The Emirates Bank of Dubai signed a partnership agreement with the Amazon Web Provider service to review bank data for consumers regularly and set an accurate framework for budgets, deposits, and everyday transactions. (Flinders, 2019).

Despite the advantages of the artificial intelligence system. The increase in technology may

generate organizational problems between employees and the company's management, affecting the level of wages and bonuses. Despite the ability of these systems to organize work, human behavior is complex and cannot be described. The expansion of monitoring processes may lead to the violation of human rights and may generate judicial disputes. (Pearson, 2017).

For example, facial recognition technology may be unacceptable to women in some countries, generating complex problems. The health sector has also faced some difficulties in preserving patients' rights, and these algorithms may result in biases or errors. For example, among the problems, employment systems are biased towards women, as the artificial intelligence system gave women more opportunities, forcing Amazon to reset the algorithms to maintain a high degree of credibility. (Dastin, 2018).

In conclusion, Amazon used this system accurately. However, a failure may occur in performance. The company's management constantly reviews the deviations, traces their causes, and develops the software to achieve all the parties' goals. (Amazon, 2021).

6- Conclusion & Recommendations

Everything has a reason, so ascending to the top is possible, but continuing with it is the most difficult. Amazon company is the leader of electronic commerce in our contemporary world. This company succeeded in knowing all the socio-economic and political variables that affect its performance and developed plans for development and expansion until it became at the top of international companies. The company adopted many strategies that enabled it to achieve high revenues despite all the challenges it faced. The company has developed a specific road map for all its logistical operations and has developed plans for deployment, distribution, and selection of suitable storage places. It carefully studied the market and determined the trends and desires of its clients precisely by analyzing their desire. The company developed a vision and mission relying on building long-term relationships with its suppliers and customers. It studied all the strengths and weaknesses of its competitors such as Alibaba, Walmart, and other companies. Thus, it effectively exploited the opportunities until it reached to consumer's life. The company analyzes big data and maintains it in private records, and has determined the stakeholders according to their strength and influence. It has relied on the principles of quality and used Sigma Six standards in all its operations. It also succeeded in using many artificial intelligent systems that enabled it to manage its operations electronically. For

example, it used accurate financial methods to calculate shipping and storage costs and build estimated budgets. It developed a sound system for human resources to determine its human needs and study wages, salaries, and compensation. The company's management was keen to use artificial intelligence techniques efficiently. It used AI to monitor the practices of its customers through analyzing visiting time and their purchasing behavior. It developed suitable communication mechanisms with its customers to present similar products.

The company tracked its shipment across countries to ensure on-time delivery. It quickly communicated with its customers to investigate their opinion and find out the shortcomings. And in light of the Corona pandemic, it made fantastic profits because people worldwide resorted to buying via the Internet. It used artificial intelligence to save its employees from spreading the disease among them.

I recommend Amazon continue and not be arrogant because the world of electronic commerce encourages many competitors to enter this virtual market.

I also recommend establishing a complete electronic department for research and development to monitor variables periodically.

Amazon should focus on the types of goods offered on its website, as some goods are not in line with the cultures of some countries, which may distract the consumer from buying from them.

The company may take some decisions that have a degree of risk, such as allowing competitors to announce their prices on Amazon, which may weaken its competitive position. For this, the participation of workers in decision-making reduces the degree of risk.

Finally, I recommend the company constantly follow up on governmental and international decisions regarding electronic selling, preserve its clients' intellectual property, and comply with the laws.

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