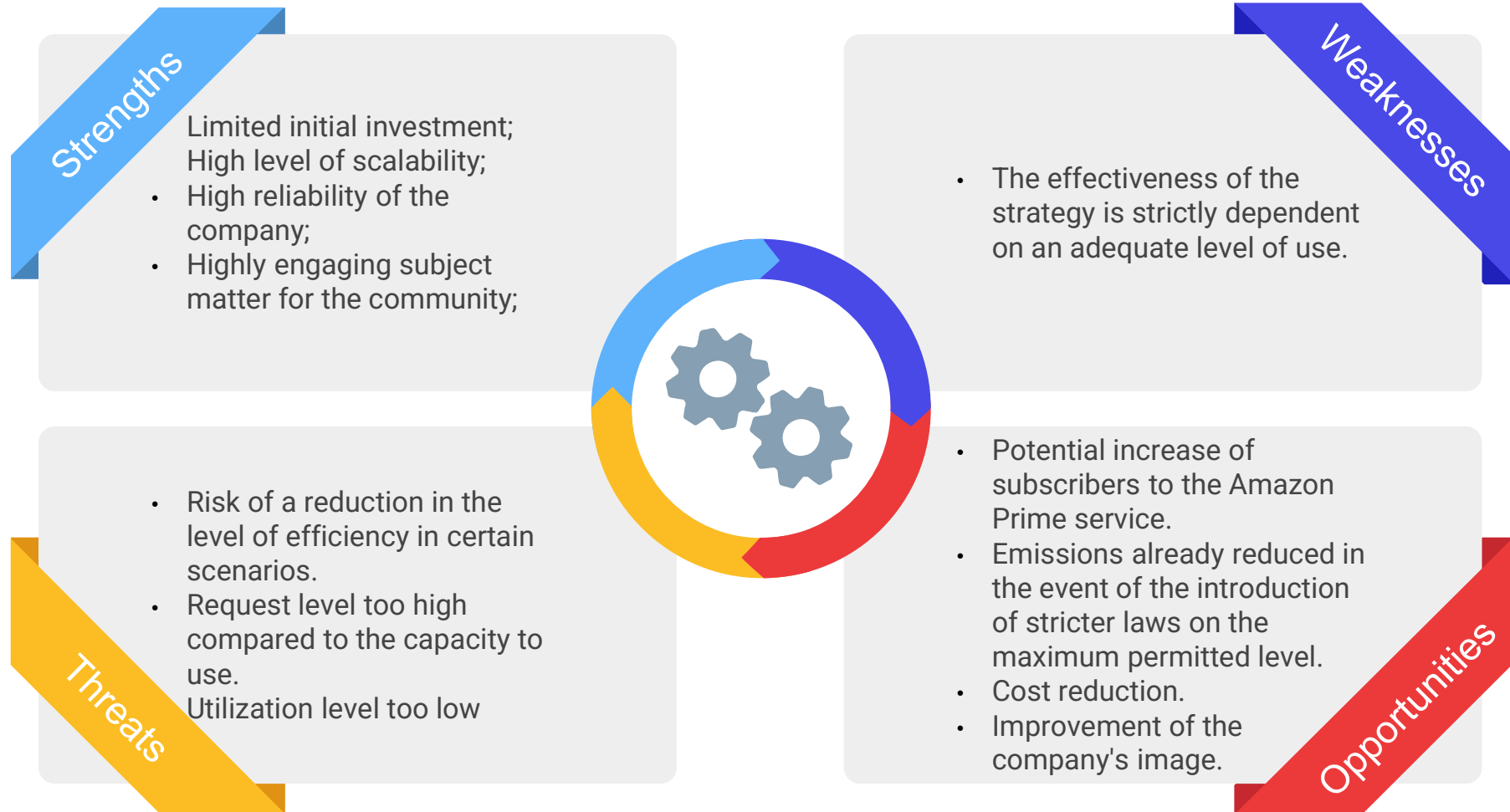


SWOT Analysis



Value proposition

Gain Creator

- Amazon has never changed its dividend policy and has had huge and steady growth since its IPO. Furthermore, the Amazon Green Community encourages the investor to "bet" on the company, since the project encourages "greener" logistics

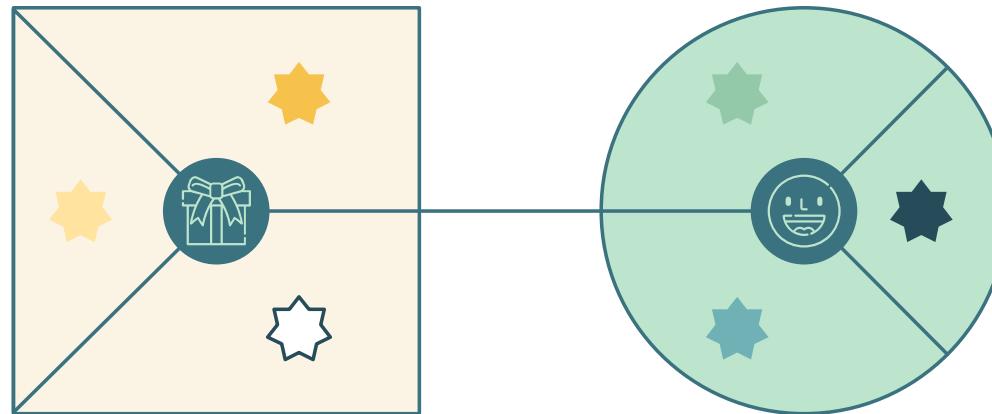
Pain Relievers

- Amazon has a zero-dividend policy but reinvest everything in Amazon to expand the business. This results in a steady growth in the price of market shares. This reduces Amazon's leverage and, therefore, the risk of bankruptcy.

Actor: **Investors**

Actor type: Investors

Actor Description: People who invest in the stock market to have a future capital gain.



Products/Services

- Good investment for shareholders, especially in the long term.

Gains

- The shares in the investor's portfolio may increase in price; a company can increase dividend payments by changing its dividend policy.

Pains

- The shares in the investor's portfolio may decrease in price; a company can go bankrupt; a company can decrease its dividend payment by changing its dividend policy.

Jobs

- Buying and selling stocks on the stock market

Gain Creator

- Amazon offers high quality of service and improves the customer experience (by monitoring data)

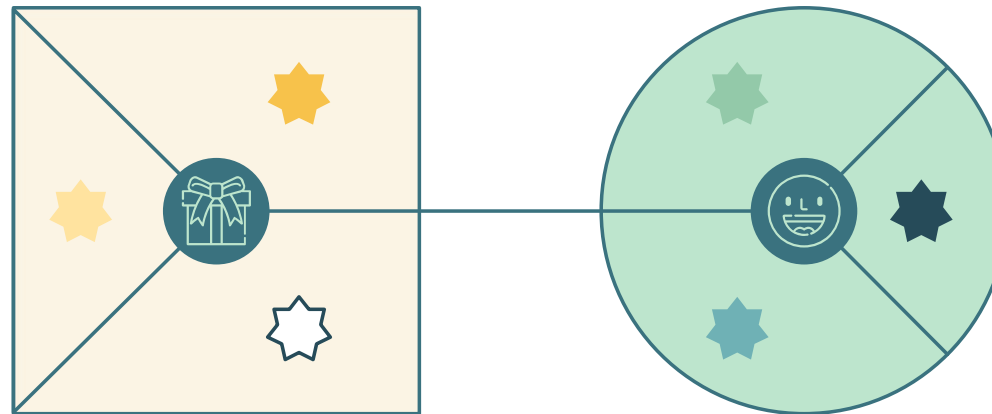
Products/Services

- High quality service with a good quality / price ratio

Pain Relievers

- Amazon tracks the entire shipping process to keep the standard of service high.

Actor: **End user**
Actor type: Client
Actor Description: People who use one of the many Amazon services.



Jobs

- Customers order online and receive items at home (or elsewhere), watch multimedia content, and use cloud storage service.

Gains

- To order and receive articles directly at home, to access multimedia content and files stored in the cloud anywhere.

Pains

- There are several downsides to the listed services following:-
Streaming services: Low quality content, small catalog size.- Cloud storage services: Not easy to use, low level of download and upload speed.- Shipping services and products: Time to receive the order, to receive the damaged or missing package, low level of after-sales customer service.- There is no reward system