



# SWOT ANALYSIS

# Amazon 2024





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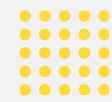




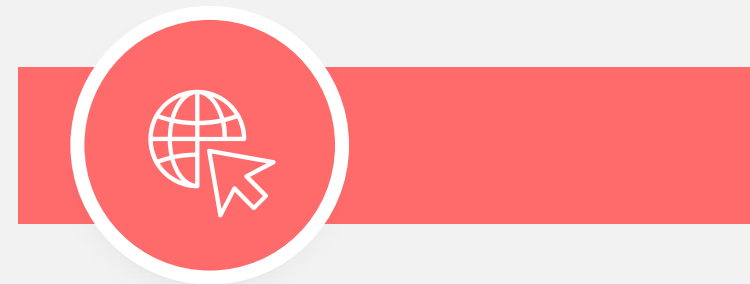
# SWOT ANALYSIS – Amazon 2024



## STRENGTHS



- Brand & Service: Trusted brand with excellent customer service.
- Product Range: Wide assortment across numerous categories.
- Logistics: Efficient global delivery system.
- Innovation: Leaders in tech advancements.
- Financials: Strong economic foundation.



## WEAKNESSES



- Costs: High operational expenses.
- Regulatory Pressures: Subject to legal and antitrust scrutiny.
- Seller Dependency: Reliance on third-party sellers.
- Security Risks: Vulnerable to cyber threats.
- Competition: Fierce market rivalry.



## OPPORTUNITIES



- Market Expansion: Entry into emerging markets.
- Acquisitions: Strategic growth through partnerships.
- Tech Advancements: Investment in AI and machine learning.
- IoT Growth: Expansion in smart device integration.
- Eco-Friendly Focus: Increasing sustainable offerings.



## THREATS



- Economic Fluctuations: Impact on consumer spending.
- Market Competition: Growing from both new and established players.
- Regulatory Changes: Adverse effects from policy shifts.
- Cybersecurity: Data breach risks.

