



# A for Amazon a swot analysis

## Strengths

A strong worldwide network of sellers.  
Brand image  
Excellent customer service  
A vast range of products  
Focus on quality and customer convenience.



- Weaknesses
- Shrinking margins
- Dealing with issues related to Chinese sellers

## Opportunities

Physical stores  
Expansion through acquisitions and brand's backward integration  
Diversification



## Threats

Increased competitive pressure  
Price competition.