

MGT306

Strategic Management

Trimester 1, 2017

Assessment 2 – Group case study

Due date: Week 11, Friday 26th May 2017

Amazon.com is a high profile, online retail business, founded by Jeff Bezos in 1994, and commencing trade in 1995. The company has been highly successful in building its brand, diversifying its business, expanding internationally, surviving the dot.com bubble, fending off competition, growing its market capitalisation, and achieving household name status.

Using research from a wide range of sources, write a report, explaining and critically analysing Amazon's strategy, and suggesting possible future challenges for Amazon, and potential strategies to overcome the challenges.

Your report should be structured as follows:

- EEl cover page
- Cover page
- Contents
- Introduction
- Central section
- Conclusions
- Recommendations
- References

Word count should be 2,500 words (=/-10%). The sections in red are not part of the word count.

Format:

- 11 pt Calibri font, black
- Double-justified
- Main headings in capitals and underlined
- Subheadings in bold
- A line between a subheading and the following paragraph
- A line between paragraphs
- Harvard style referencing - in text and at the end
- Minimum of 12 references
- Pictures, graphs etc. are permitted (but sources must be referenced)
- All group member names and student numbers to appear on cover page