

Amazon: A Case Study  
Katie Preuhs, TMD '15  
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Summary by Michael Rose

Katie Preuh's presentation was about Amazon.com and how the company has grown with technology. Currently, they have acquired online retailers like ShopBob, Zappos, and Myhabit. This is helping the brand because their own Amazon Fashion is hard to navigate and was not marketed appropriately. In addition to merging with online retailers, they have made the following technological advancements: Dash, Drone Delivery Services, Digital Magazine Subscriptions and the Flow Image Recognition App. First, Dash is used to add items to your shopping cart with the use of a microphone or by scanning a barcode. Second, the drone delivery service is new and able to deliver a five-pound load in thirty minutes or less within a ten mile radius; this is accomplished through the use of many different warehouses across the country. They are also partnering with digital magazines, facilitating sales from their website subscriptions. Lastly, their flow image recognition app allows you to take a picture of an item and it will automatically find the same or similar items for you to purchase on the spot. Overall, this presentation highlighted the main aspects of how technology is changing the retail landscape.