



## COMPANY ANALYSIS

AMAZON.COM, INC.

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## EXECUTIVE SUMMARY

Amazon.com, Inc. is an American multinational technology company which based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. Along with Google, Apple, Microsoft, and Facebook, Amazon is one of the Big firms in the United States' information technology industry. The business has been labelled "one of the most powerful economic and cultural forces in the world," as well as the most successful brand on the planet. In this study, product from Amazon that focus on is Alexa. Alexa is a virtual assistant AI (Artificial Intelligence) which capable to voice interaction for music playback, making to-do lists, setting alarms and many more. Alexa also can control several smart devices in home automation system.

The first problem regarding Alexa is absence on mobile devices. As we know smartphone is necessary item in most of our daily life. Its better for Alexa to also focusing more on utilization fully of smartphone potential and fully use it. Google assistant and Siri can be example as a reference. Secondly, language option in Alexa. Currently, interaction and communication with Alexa are available only in English, German, French, Italian, Spanish, Portuguese, Japanese, and Hindi. In Canada, Alexa is available in English and French (with the Quebec accent). In order to meet every user requirement, the language option should be wider. Alexa also must improve and add on voice customize which enable user to customize Alexa voice by using human voice on its own either by user or someone else and make it less "robot" voice. Furthermore, Alexa also can improve by adding "Kids Mode". Its will be help for parent to monitor their kid's behaviour and online activities.

Moreover, solution regarding problem state as before are needed to do innovation, Research and Development (R&D) and update software in Alexa. The next solutions are do survey among user and non-user regarding what Alexa need to improve. This is important because in order to meet user needs, we must know what they need. Developer team of Alexa application which already available in mobile platform should upgrade more usage especially in term of language option and voice customization. Kid's mode also should be added in Alexa system to avoid kids do something out of parent supervision. All these solutions are considered as to improve Alexa in reborn into more quality virtual assistant AI technology to be served into customers which affordable with the price also help to sustain their business growth, developments and competitiveness in market with other big brands.

## 2.3 Products / Services

*Table 1: Products and services by Amazon*

<b>No.</b>	<b>Products/ Services</b>	<b>Description</b>
1.	Amazon (Amazon.com)	The largest Internet-based retailer in the world by total sales and market capitalization.
2.	Amazon Advertising	Connect your brand to Amazon customers wherever they share, read, listen, purchase, research and download online, across devices.
3.	Amazon Alexa	Amazon's voice control system
4.	Amazon Appstore	Amazon Appstore for Android is an app store for the Android operating system operated by Amazon.com.
5.	Amazon Basics	Amazon Basics offers quality and value on everyday products delivered straight to your door.
6.	Amazon Blink	Blink is the completely wireless home security camera that sends motion-activated alerts & HD video to your smartphone
7.	Amazon Books	Amazon Books is a chain of retail bookstores owned by online retailer Amazon.
8.	Amazon Build It	A new Amazon program lets you weigh in on which devices they build next
9.	Amazon Business	Everything you love about Amazon. For work.
10.	Amazon Core 10	Online shopping from a great selection at Clothing, Shoes & Jewellery Store.
11.	Amazon Dash Button	Amazon Dash is a consumer goods ordering service which uses a proprietary device for ordering goods over the Internet.
12.	Amazon Drive	Get unlimited online storage to backup, protect and share photos, videos and files from any device.
13.	Amazon Echo	Amazon Echo is a hands-free speaker you control with your voice. Echo connects to the Alexa Voice Service to play music, provide information, news, sports scores, weather, and more— instantaneously. All you have to do is ask. Also check out, Echo Dot, Echo Dot Kids Edition.
14.	Amazon Elements	Amazon Elements is a line of premium everyday essentials exclusively available to Amazon Prime members.
15.	Amazon Essentials	Online shopping from a great selection at Clothing & Accessories Store.