



Strengths

- Amazon makes up a significant part of the global e-commerce landscape, and its brand is recognized worldwide.
- Amazon serves a vast number of consumers' everyday needs at low pricing. As a result, it has become a customer-focused brand.
- Consumers want a smooth shopping experience and quick delivery – a process that does not create any unnecessary hassle for them – and Amazon delivers.
- Amazon uses top-notch logistics and distribution methods at play, it dominates the market when it comes to customer satisfaction.
- Amazon taps into new markets whenever it sees the opportunity to do something big. Its unmatched brand recognition at an international level paired with its dedication to providing top-notch services makes it a success anywhere it goes.

Opportunities

- The US Postal Service, UPS, and FedEx expect that Amazon's delivery network will dominate their market in a decade. Amazon plans to create 1500 delivery hubs in towns and suburbs across the United States this year.
- Amazon Fresh, the company's most recent venture, provides seamless in-store and online shopping as well as consistently cheap rates. Amazon Fresh stores aim to innovate the shopping experience.
- Amazon has launched an \$18 billion initiative to assist small firms in selling to customers. Logistics, tools, education programs, services, and people are among the areas in which investments are made. The goal here is to speed up the growth of existing merchants while also onboarding 100,000 new dealers on the site.

Weaknesses

- Retail businesses are popping up online every other day. However small to begin with, they are Amazon's competitors. Many of them have imitated Amazon's business model, which takes away one of its major competitive advantages
- Amazon warehouse workers are turning to walkouts, strikeouts, and strikes to seek greater health care and hazard compensation. If the drive for efficiency takes precedence above the need for well-being, Amazon may face severe personnel concerns.
- Amazon sellers are concerned about increasing inventory storage constraints, faster delivery demands, risks from "black hat" methods, and competition from Amazon's private label products. If these concerns are not addressed, Amazon will lose favor, especially as anti-Amazon firms such as Shopify, Etsy, and Walmart nibble at Amazon's heels.
- Amazon is focused on improving product search, the convenience of purchase, and shipping speed. As a result, Amazon cannot check the veracity of claims, or the quality of products sold on its marketplace. This could lead to people migrating to more reliable platforms.

Threats

- Cybercrime and data theft are modern-day criminal activities that put internet users at risk, especially those individuals who shop online. There is an increased awareness among the public about the perils of sharing personal and bank account details over the web today. This has forced people to avoid shopping online when they can to some extent.
- More online retail stores are springing up every day. While Amazon dominates the e-commerce industry by a great margin, some will always possess the potential to grow at an exponential rate and leave Amazon behind.
- Because of conflicts between the US and many countries, Amazon cannot look at them as potential future markets. This gives a competitor from another region a great advantage as they can tap into markets Amazon does not have access to.
- Cost leadership – the company strives to provide its consumers with the best products at the lowest prices. This, understandably, infuriates its competitors and Amazon often finds itself in the middle of legal battles.



Strengths

- FedEx's dedicated customer relationship management department has been able to achieve a high level of customer satisfaction among present customers and good brand equity among the potential customers.
- It has a strong base of reliable supplier of raw material thus enabling the company to overcome any supply chain bottlenecks.
- It has built a culture among distributor & dealers where the dealers not only promote company's products but also invest in training the sales team to explain to the customer how he/she can extract the maximum benefits out of the products.
- FedEx has strong free cash flows that provide resources in the hand of the company to expand into new projects.

Opportunities

- AI and digital technology - Technology offers the biggest opportunities in the twenty first century. In the parcel industry too AI and digital technology can be used to provide the customers with better and improved experiences. FedEx can also use these technologies to engage its customers better and for marketing.
- Partnerships - FEDEX has excellent technological capabilities and resources. The brand has emerged as an excellent supply chain partner offering great solutions for supply chain issues. It can strike more partnerships with other brands that can help it improve its range of services and capabilities.
- Diversification - Diversifying into related fields will also help it grow its business and sales as well as revenue. FedEx is financially strong and investing in new businesses can help it overcome some key challenges that are obstructing faster growth in the international markets.

Weaknesses

- The major problem which the company generally faces is the damages caused especially during transport. It affects the company's reputation and even the claims for their damage as well.
- The majority of the company's revenue is dependent on the US government. It may lead to a weak factor of the company.
- Possibility of FedEx drivers damaging the image of the company due to mishaps from light misdemeanors to direct aggressive actions by the drivers of FedEx.

Threats

- Competition in the parcel industry has grown intense. Top competitors of FEDEX include UPS, USPS, and DHL. All these brands invest aggressively in marketing as well as research and innovation.
- The regulatory environment has grown intense around the globe which is being a barrier to fast international expansion. Apart from increased compliance related costs, brands have to worry about compliance in the several markets they operate in.
- Economic fluctuations from time to time in the international markets can affect sales and revenue. The continuously strengthening dollar worldwide is affecting the income from international markets. A stronger dollar leads to reduced net income for the US based companies.