**Assignment 17 Week 4 Case Study – Amazon**

Read the Case Study pg. 344 – 345. Answer the questions below.

1. Why would Amazon accept responsibility for the shipping problems of its vendors UPS and FedEx?

 How would you feel about the company’s response if you were among the customers who did not receive two-day shipping as promised?

1. List the pros and cons of Amazon’s customer relationship management system from the company and customer perspective.

1. How has Amazon compensated for the lack of brick-and-mortar stores?

1. Go to the Amazon.com site and search for *The Lean Startup* by Eric Reis.

1. What formats are available?
2. What other categories of information are provided, and how might they boost sales for the company?
3. What ordering options are offered?

 Are any more convenient than others?

 Why?