



Student's Name

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Course

Date

Amazon SWOT Analysis

Amazon is known as the largest e-commerce business in the world – and one of the Big Five IT companies. It includes such popular services as Amazon Prime or Amazon Web Services (AWS). Being one of the most successful businesses, it's a good example to analyze in terms of its strengths, weaknesses, opportunities, and threats.

Strengths:

- Its brand is recognized worldwide and is valued at \$249 billion;
- The company owns a range of businesses: Whole Foods, IMDb, Zappos, and more;
- Its logistics and distribution processes are highly efficient.

Weaknesses:

- Amazon regularly finds itself in hot water due to tax avoidance;
- Its presence in brick-and-mortar retail is still limited;
- The company is overly dependent on third-party distributors.

Opportunities:

- Amazon can expand its presence to many developing countries;
- The self-driving vehicle industry is a potential goldmine for the company;



- It can acquire its direct market rivals to mitigate competition.

Threats:

- New regulations can prevent the company from using tax dodging practices;
- The company can be (and has been) fined for tax avoidance;
- Cybercriminals can paralyze Amazon's operations with a well-targeted attack.

Tesla SWOT Analysis

Tesla made electric cars a reality and is working on doing the same for self-driving vehicles. It's also in the clean energy business and, famously, is eager to propel the use of new technology at every step of the production process. Still, the company is not free from threats and weaknesses to counter their strengths and opportunities.

Strengths:

- The company possesses exceptional technical expertise thanks to its quality workforce;
- It delivers innovative technologies and has a first-mover advantage;
- Tesla has great brand recognition.

Weaknesses:

- Tesla's products are known to run into mechanical complications;
- The company heavily depends on battery supply;
- Elon Musk's personal brand is integral to Tesla's.



Opportunities:

- There's a global push for clean energy, with new legislation that favors it in some countries;
- Tesla can tap into the Asian market that's currently underserved.

Threats:

- New competitors have emerged in the electric and self-driving vehicle industries (e.g., BMW, Volkswagen);
- Tesla's vehicles have been hacked into before, so cybercrime remains a threat to their safety.
- The economy is in recession, so marketing agencies may lack clients.

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