**Outline for Amazon strategic plan**

**This outline contains executive summary and references**

**EXECUTIVE SUMMARY**

A strategy entails a broad business plan that is developed to help a business achieve its set goals from one point to another that is where it is right now to where it wants to be in a projected period can be months or years. Strategic planning entails three major phases which are strategic formulation, strategic implementation, and strategic evaluation. At the formulation stage, the strategy is developed using different analysis tools whereby in this case Amazon has used SWOT Matrix, CG Matrix, Internal factor evaluation external factor evaluation to determine how well the strategy will align with the company's internal and external factors. It identifies the available opportunities and strengths the strategy can work on while at the same time identifies the company’s the strength and weakness to access its position against its competitors (Alshmrani, 2021). CG analyses the company product portfolio strength as the position map has been used to determine Amazon's market position. Amazon has come up with a set of measurable guidelines which are to improve customer retention, improve revenue, improve profit margin and improve customer trust and relationships. Amazon’s income statement contains the projected company income for the next three years whereby it is seen that the revenues volumes and profit margins of the company have increased within the three years gradually from $9 million in the first year to $10 million in the second year to $13 million in the third year. This shows the success of the strategy implemented. The present and future market value of the company have been also calculated. The balanced scorecard will be used to measure the set objectives and the measures to be used, along with the target of the measure. Amazon has its balanced scorecard measure on four categories; financial, customer, internal, and learning & growth. Lastly, a contingency plan is simply a blueprint on how to deal with any unforeseen events. Amazon has a contingency plan on dealing with loss/ breakage, quality, and reduced market (Alshmrani, 2021).

**References**

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