

Community & Fans



amazon prime



Amazon

Key Partners 

Key Activities 

Value Proposition 

Customer Relationships 

Customer Segments 

Operating Amazon platform

Sourcing and fulfillment

Selection

Self service

Customers

Suppliers

Key Resources 

Warehouse and logistics facilities

Amazon platform

Supplier network

Channels 

Amazon website

Cost Structure 

Fullfilment

Amazon Platform

Revenue Streams 

Product price

Transactional

Forretningsmodel skifte

1. From online retailer to a community – a loyalty club
2. From selling products to ALSO offering digital services

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Free shipping

Revenue Streams

Product price

Membership

Recurring revenues

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Lock-in

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Amazon Prime benefits

Streaming platform

Streaming services

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Cost Structure 

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Free shipping

Product price

Members

Subscription

Recurring revenues

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Drift af Amazon platform

Source og levere varer

Udvalg

Bekvemmelighed

Selvbetjening

Fællesskab

kunder

Leverandører

Key Resources 

Lager- & logistik faciliteter

Amazon platform

Leverandør netværk

Amazon Prime fordele

Streaming services

Lock-in

Streaming platform

Amazon website

Cost Structure 

Logistik

Amazon Platform

Free shipping

Revenue Streams 

Pris per enhed

Transaktionel

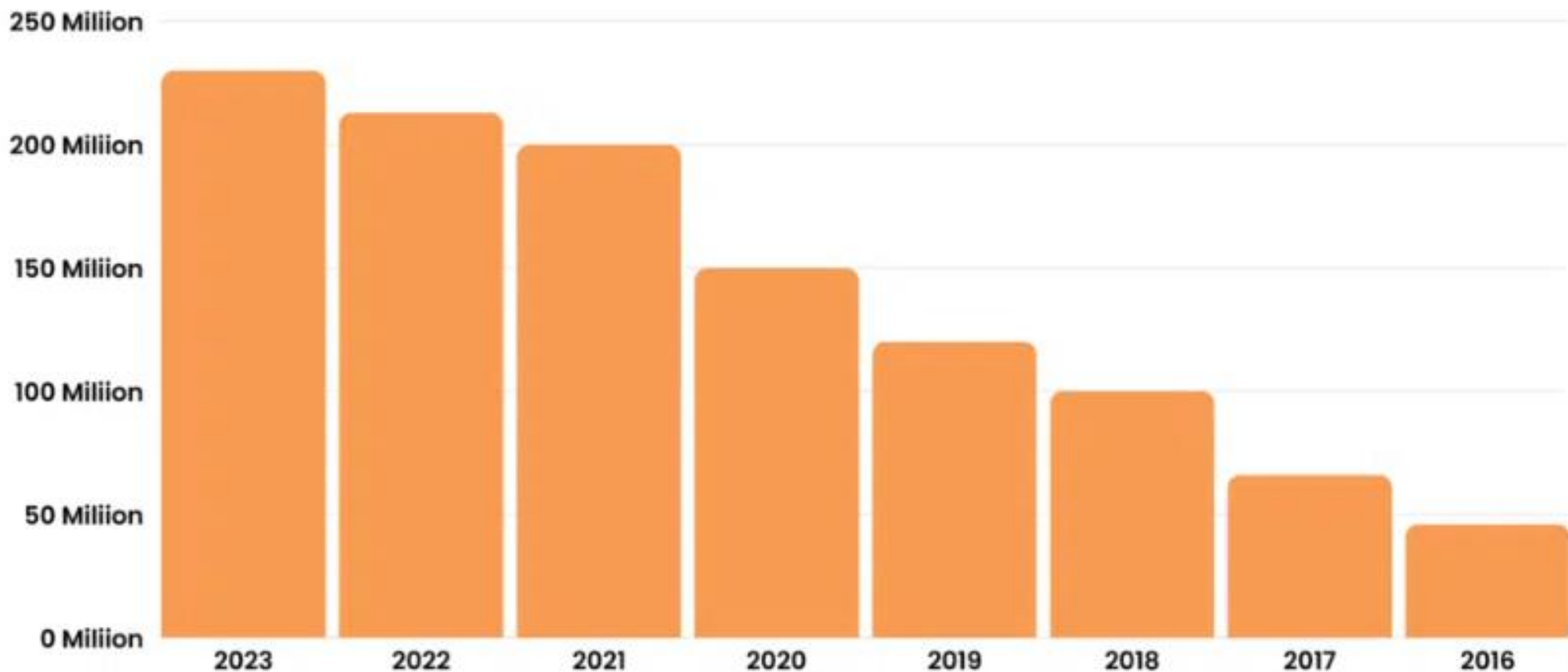
Medlemskab

Abonnement

Recurring revenues

Number of Amazon Prime Members Over the Years

Yaguara.co



- Amazon Prime, with over 230 million members worldwide (71% of all americans) offers a variety of benefits, including free two-day shipping and exclusive discounts plus streaming video and music.
- Amazon Prime membership costs \$14.99 per month and \$139 per year. The Prime Video membership costs \$8.99 per month.
- A Prime member spends an average of \$1,400 annually on Amazon. A non-Prime member, spends an average of \$600.