ORIGIN/HISTORY

Amazon Prime Video started out in 2006 as Amazon Unbox, as a way to watch and download digital copies of movies and shows. In 2008, Amazon Unbox was rebranded to Amazon Video On Demand, probably as a way for customers to understand what the service was quickly. To help Amazon Video On Demand stand out a bit more, the logo included the green skeuomorphic play button. In 2011, Amazon Video On Demand changed to Amazon Instant Video and as a way to push the Prime subscriptions, Amazon added 5000 movies and TV shows for Prime subscribers to watch. And as Netflix grew, Amazon signed a deal with Epix in 2012 to add more movies to the service. Amazon, in 2015, dropped the word "instant" from the name, as the public understood the idea of streaming better. The logo was also changed to be a flat play button. In 2018, Amazon Video became Prime Video and changed the color scheme to be blue and drop the play button in the logo altogether.

GOALS/MISSION/VISION/VALUES

- Amazon itself has always aimed to be the place where customers can find and discover anything they might want to buy online. And they carried that idea into their Prime Video service but as they were late to the party when it came to streaming, they have been playing catch up to the level that Netflix is at. However with shows like Transparent (2015) winning a major award like the Golden Globe, they are closing the gap. It is safe to say that their main vision for Prime Video is to get more customers using Amazon's services. And to help them stand out more, they have been pushing for streaming rights to US professional sports league.

CURRENT TARGET DEMOGRAPHIC:

- 35-44-year-olds
- 8-44 year olds
- Entrepreneurs
- Mothers
- Baby boomers
- Yuppies.

PRIMARY COMPETITORS

- **Spuul Pte:** Although generating 1.7B less revenue than Prime Video, Spuul Pte IS one of Prime's top competitors in the Movies and Entertainment space.
- **Netflix:** Sitting as Prime Video's #2 competitior, netflix also operates in teh Movies and Entertainment Space, gernerating $23.3 B more revenue
- **Hulu:** Offers streaming new and classic shows as well as live TV many different platforms.

COMPANY BACKGROUND

RESEARCH

Company Background

Zara is one of the biggest international fashion companies, and it belongs to Inditex, one of the world's largest distribution groups. The owner Amancio Ortega opened up stores across Spain, starting in 1975, developing the idea of "instant fashion" or "fast fashion" in modern terms by offering designer . He was able to react to design trends faster, as well as reduce manufacturing and distribution times through information technology and utilizing groups of designers instead of individuals. They sell to 202 markets, but only 96 of those markets have stores, leaving many people with digital shopping as their only option.

Zara's values include: beauty, clarity, functionality, sustainability. Their mission statement is to give customers what they want, and get it to them faster than anyone else as well as nurture a highly intimate relationship with their customers.

Zara's Join Life collection highlights he brand's strong focus on sustainability and an improved customer experience.

Read more about Zara's Brand

User Research

49% of people exclusively use their phones for shopping.

69% of Americans have shopped online, and 25% of Americans shop online at least once per month. The majority (59%) of these shoppers bought clothing items.

88% of customers think detailed product pages are crucial for making a purchase decision.

95% of Gen Z have their own smartphone, in which they spend nearly 10 hours or more per day on, making them 2X more likely to shop on mobile devices than millennials.

Despite retailers making big mobile investments in 2016, basic functions like page load times (47%) site/app navigation (31%) still disappoint buyers.

Market Research

By 2021, mobile is predicted to dominate online sales, driving 54% of all sales.

With the average abandonment rate of 68%, eCommerce businesses could be losing 3 billion per year or more.

In 2019, it's estimated there are 1.92 billion digital buyers, and eCommerce sales account for 14.1% of retail purchases worldwide.