Amazon Go and Amazon

Student's Name

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Date

Amazon Go

Amazon Go refers to convenience stores that are operated by Amazon. These stores are automated partially, with buyers purchasing commodities without utilizing self-checkout stations. To better its operations, Amazon Go needs to incorporate EDI – Electronic Data Interchange. Amazon Go can employ EDI in mainly purchase orders, for instance, on a grocery item such as yellow onion. Amazon Go can use an EDI purchase order to instruct the transportation of such commodity to distribution centers. ECR, on the other hand, "is a strategy to increase the level of services to consumers through close cooperation among retailers, wholesalers, and manufacturers" (Imaoka, n.d, par.2). Amazon Go may incorporate ECR primarily by boosting corporation among convenience stores and manufacturers, thus increasing consumer services.

Big Data Analytics and CRM in Amazon

Amazon takes advantage of big data analytics in making suggestions to customers based on items previously purchased using a filtering technique that is collaborative. On the other hand, the company utilizes its CRM program to capture customers' data during purchase, which makes it possible to suggest commodities in the next purchase, thus improving profitability and customer loyalty. If Amazon Go decides to expand worldwide, it would need to obtain information through direct perception. This is because the customers' perception pertaining to a business is shaped by a variety of variables including direct interactions. Examples of businesses that have succeded by acquiring information through direct perception are TOMs and Xbox, thus proving the technique to be effective in globalization (Green & Keegan, 2015).

References

Green, M & Keegan, W (2015).Global Marketing: Tenth Edition. Pearson Education

Imaoka, Z (n.d). ECR (Efficient Consumer Response). Retrieved from http://www.lean-manufacturing-japan.com/scm-terminology/ecr-efficient-consumer-response.html