

Looking back at Amazon's 2017

There are many things that happened in 2017, it's hard to know where to start when looking at the tech giant's 2017s. Therefore, for e-commerce companies like Amazon, it is best to start with a simple statement: reduce avocado prices.

Amazon is not a Vietnamese enterprise, has not been based in Vietnam, but its operating area is global, so it still has certain effects on the benefits of Vietnamese users, summing up a year. The company will also give us a realistic look at a part of e-commerce and smart device-related technologies in the past year.

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In June 2017, Amazon bought Whole Foods for \$ 13.7 billion, and reduced the price of butter at stores by \$ 0.5 to \$ 1, a move that made customers extremely happy. The company also added a lot of features to Alexa, creating more Echo devices, prices are also cheaper, in general, this year Amazon is quite pleased with the gods. Amazon has created small but pleasant changes to improve the shopping experience, making life more convenient, with a little cheaper price. Amazon has done everything to create an overall picture of great significance, contributing to shaping the world.

Why are Amazon goods usually packed in large cartons?

Alexa has been present in more than 22 million homes

The acquisition of Whole Foods by Amazon allowed Amazon to enter the food industry and become a major competitor to Walmart. Amazon released 5 new Echo devices (plus 2 Echo accessories), bringing smart speakers (with mics on and supporting cameras) to more than 22 million houses. Amazon has announced home delivery programs, just need an in-house camera to allow shippers to come in, making shopping more convenient. It also continues to develop auto stores, needs less human presence and delivery drones without too much human supervision.

Amazon patents a drone self-destruct in an emergency

All of these things are of great significance for the future, including work, life, shopping and business. At the present time, the technologies that Amazon is developing have made things a little more convenient and the price is cheaper for Amazon customers. From the point of view of the shopper, everything is beautiful, satisfied and convenient. It's hard to say, Amazon has not succeeded in creating that satisfaction.

Alexa is better but there are no significant improvements

2017 is not a full year with Amazon, the company has also encountered many barriers. Movie Studio has partnered with an artist accused of harassing others. Stores without cashiers have taken a long time to fix vulnerabilities, delivery drones have not really done the job as the company expected. Amazon ended the war of free shipping with Walmart, offering a worse deal than before. The company finally created a waterproof Kindle, but its price was quite high. One of the most important applications of the Echo Show doesn't work because the company is still in a fight with Google. Amazon has released the Apple TV application, after being delayed for a long time. Alexa was better, but there were no significant improvements. Although Alexa continues to be accepted by other developers, it is still best used within Amazon devices.

In addition, although there is no information about the harsh working conditions in Amazon's warehouse, but in September 2017, there were 2 warehouse employees killed, causing Amazon to be investigated for violations. safe at work. Amazon is also planning to open a second headquarters in the US.

2017 can be a great year for Amazon, after all, customers think they have had a very good year shopping at Amazon.

Bright spots Need to improve

1. Many Echo devices were born
2. Butter prices are cheaper
3. Waterproof Kindle

1. Working conditions of the warehouse
2. Work well on multiple platforms
3. Choose a partner for Amazon Studio more carefully

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