

Amazon.com Inc in Retailing (Canada)

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Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A0F16666FC7EN

Abstracts

In Canada Amazon.com has been working to expand its Canadian arm, amazon.ca, with more products and categories being added to its range. Thus, in late 2013 amazon.ca entered online grocery retailing in Canada, with a wide range of food and beverages, as well as a pricing strategy called “dynamic pricing”, which enables the retailer to adjust prices quickly in real terms to offer the best deal and compete better with other retailers operating in the grocery domain in Canada. Whilst the company...

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