

Amazon.de GmbH in Retailing (Germany)

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Date: December 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: AD621EE7C67EN

Abstracts

Amazon is set to invest further in its infrastructure in Germany, for example in logistics centres. The company is planning to launch its Amazon Fresh service in the coming years and further extend Amazon Prime, which is slowly being introduced to the German market. In addition, the company's strategy will continue to focus on its customers. It will seek to maintain existing customers and recruit new ones through fast and often free delivery, competitive prices and a constant range of new and at...

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