

# **Amazon, QVC Inc., Sears Holding Corp, Valve Corp. -Company Analysis, SWOT, Marketing Strategy**

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## **Abstracts**

Amazon, QVC Inc., Sears Holding Corp, Valve Corp. - Company Analysis

The online retail industry is one of the most progressive sectors of the United States. Online shopping has opened up huge new choices for consumers, not just in terms of what they buy, but how they buy it. The Internet has empowered the consumer in three ways: during the decision-making process leading to the purchase; at the actual moment of purchase; and throughout the product ownership period, including product delivery, maintenance, and return.

The biggest player in the United States online retail market is Amazon.com and it is expected to remain a clear leader in the years to come. The other companies are however competing to grab the chunk of the pie but are way behind Amazon.com. Another online retailer QVC Inc strategy in the online retail landscape is to create a highly immersive digital shopping experience, with strong integration across TV, PC, Tablet and Mobile platforms. Similarly, Sears Holding Corp. Personalization strategy is having a major impact on Sears Holdings Corp's sales, both online and in stores. The company is expanding personalization to build relationships with customers. Valve Corp. is an online gaming company. Valve develops game for PC only but with the growth of smartphone and tablets they have an opportunity to expand their business by developing games for mobile platforms as well.

Renub Research study titled "Amazon, QVC Inc., Sears Holding Corp, Valve Corp. -Company Analysis, SWOT, Marketing Strategy" provides a comprehensive assessment of the company's sales, marketing strategy and SWOT analysis. This 59 page report with 8 Figures studies the United States Online Retail Company namely Amazon.com, QVC Inc, Sears Holding Corp and Valve Corp. All the companies have been analyzed

based on the following criteria:

- i) Online Sales& Forecast
- ii) Marketing Strategy
- iii) SWOT Analysis

## Contents

### **1. AMAZON.COM INC.–COMPANY ANALYSIS**

- 1.1 Amazon.com Inc. – Online Sales & Forecast
- 1.2 Amazon.com Inc – SWOT Analysis
  - 1.2.1 Amazon.com Inc – Strengths
  - 1.2.2 Amazon.com Inc. – Weakness
  - 1.2.3 Amazon.com Inc. – Opportunity
  - 1.2.4 Amazon.com Inc. – Threats
- 1.3 Amazon.com Inc – Marketing Strategy

### **2. QVC INC. – COMPANY ANALYSIS (ONLINE SALES)**

- 2.1 QVC Inc. – Sales and Forecast (Online)
- 2.2 QVC Inc – SWOT Analysis
  - 2.2.1 QVC Inc – Strengths
  - 2.2.2 QVC Inc. – Weakness
  - 2.2.3 QVC Inc. – Opportunity
  - 2.2.4 QVC Inc. – Threats
- 2.3 QVC Inc – Marketing Strategy

### **3. SEARS HOLDINGS CORPORATION–COMPANY ANALYSIS (ONLINE SALES)**

- 3.1 Sears Holdings Corporation – Sales and Forecast (Online)
- 3.2 Sears Holdings Corp. (SWOT Analysis)
  - 3.2.1 Sears Holding Corp. – Strengths
  - 3.2.2 Sears Holding Corp. – Weakness
  - 3.2.3 Sears Holding Corp. – Opportunity
  - 3.2.4 Sears Holding Corp. – Threats
- 3.3 Sears Holdings Corp. – Marketing Strategy

### **4. VALVE CORP. – COMPANY ANALYSIS**

- 4.1 Value Corp. – Sales and Forecast (Online)
- 4.2 Valve Corp. – SWOT Analysis
  - 4.2.1 Valve Corp. – Strengths
  - 4.2.2 Valve Corp. – Weakness
  - 4.2.3 Valve Corp. – Opportunity

4.2.4 Valve Corp. – Threats

4.3 Valve Corp. – Marketing Strategy

## List Of Figures

### LIST OF FIGURES:

Figure 1 1: United States – Amazon.com Inc Online Sales(Billion US\$), 2007 – 2012

Figure 1 2: United States – Forecast for Amazon.com Inc Online Sales(Billion US\$), 2013 – 2017

Figure 2 1: United States – QVC Inc Online Sales(Billion US\$), 2006 – 2012

Figure 2 2: United States – Forecast for QVC Inc Online Sales(Billion US\$), 2013 – 2017

Figure 3 1: United States – Sears Holdings Corp. Online Sales(Billion US\$), 2007 – 2012

Figure 3 2: United States – Forecast for Sears Holdings Corp. Online Sales(Billion US\$), 2013 – 2017

Figure 4 1: United States – Valve Corp Online Sales(Billion US\$), 2007 – 2012

Figure 4 2: United States – Forecast for Valve Corp Online Sales(Billion US\$), 2013 – 2017

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