

## **Amazon Fresh (HBS 9-615-013)**

- 1.** Do a “five forces” analysis of Amazon Fresh.
- 2.** What are the competitive advantages of a traditional grocery store like Vons? How about a premium store like WholeFoods?
- 3.** What are the pros/cons of shopping online vs offline for customers and sellers?
- 4.** Can Amazon succeed where Webvan and HomeGrocer failed? Why?
- 5.** How will Amazon Fresh fare if traditional grocery stores move online?
- 6.** What next for Amazon Fresh? Should they continue refining, or expand to another city?

Note: Answer these questions as of 2014, using the information in the case.