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Intro to Service Marketing:

The Amazon Go logo is centered within a dark orange rectangular box. It features the word "amazon" in a lowercase, sans-serif font with a white curved arrow underneath it, and the word "go" in a similar lowercase, sans-serif font to its right.

Amazon Go!

The Future of Shopping

Contents of The Presentation:

Here's what I will Present:

- Introductory to Amazon Go.
- Amazon Go app.
- Marketing Strategies and Services.

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Introduction:



Overview:

The store concept uses several technologies, including computer vision, deep learning algorithms, and sensor fusion to automate much of the purchase, checkout, and payment steps associated with a retail transaction. Its concept is seen as a revolutionary model that relies on smartphones technology to streamline the customer experience, as well as supply chain and inventory management.

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Introduction:

Amazon Go app

Customers should open Amazon Go app on their phones, then holding it to a scanning device, which works like a subway turnstile and entering the store. Customers then put away their phones and began shopping.- picking up items, putting them in bags found in-store or brought from home (without needing to scan each item).



Introduction:

Amazon Go app

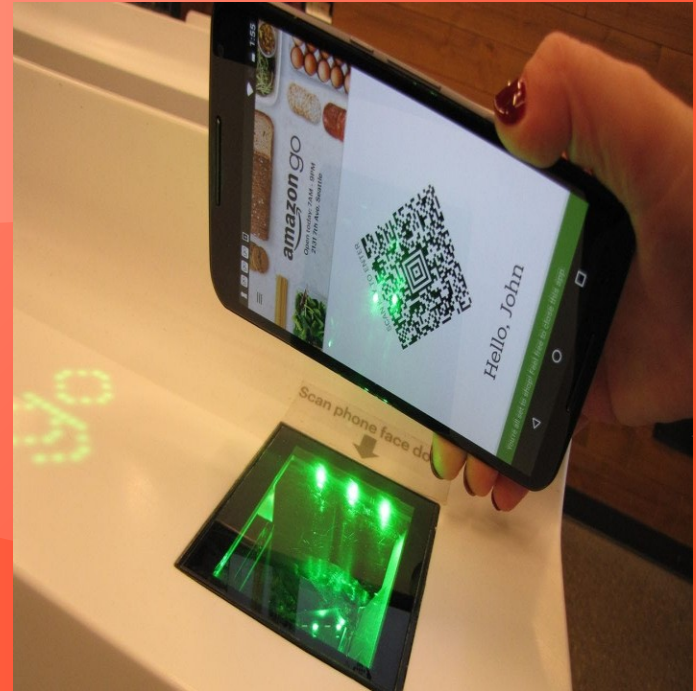
Your Key To Enter Amazon Go store.



Introduction:

Amazon Go app

Barcode Technology



Introduction:

Amazon Go app

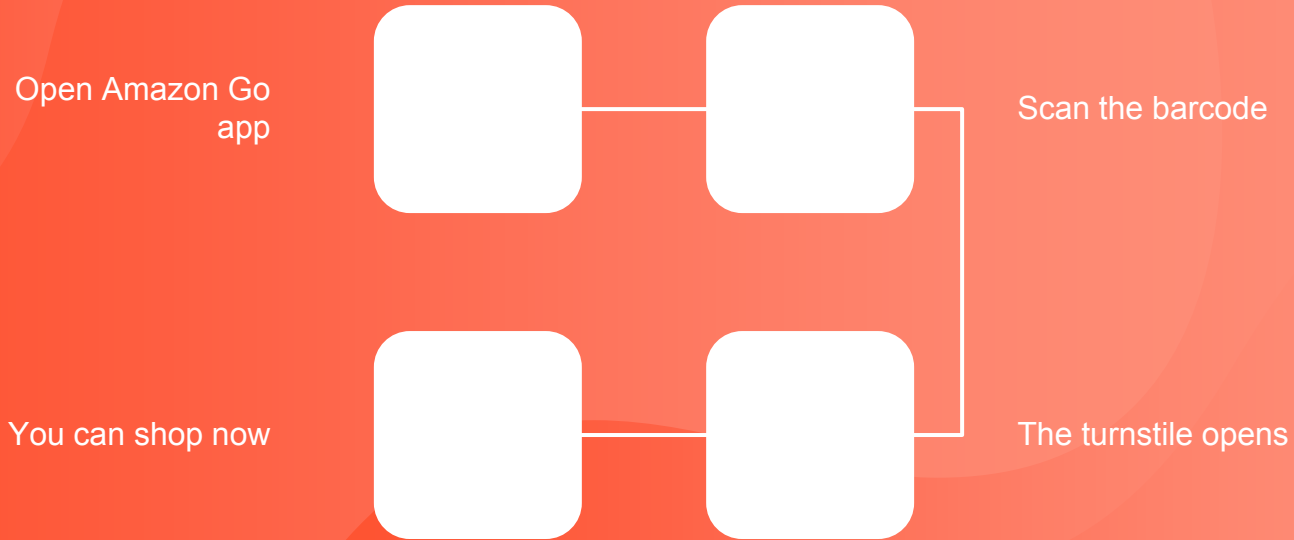
Bar Code Scanner





Procedure:

A Timeline Always Works Well



Provided Services:

01

Breakfast:

Food on the Go! Or at the beginning of your day.

02

Grocery:

Grocery shopping products.

03

Fresh Food:

You can see food cooked at the spot or entrance.

04

Conclusion:

Picking up food made , Easy and faster.

Reinforcing the Concept Using Infographics!

Innovation:

Testing new ideas , without fear of risk or fail, to increase customers retention



Eye on the future:

Amazon creating new Shopping Experience , where it can attract customers to try it as something new, depending on the psychological factors of customers.



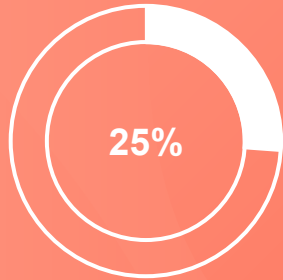
Speed:

Amazon Go focus on productivity, that's why Amazon Go is Queue-less

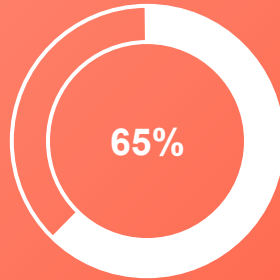
Percentage:

How about the Percentages in 2017?

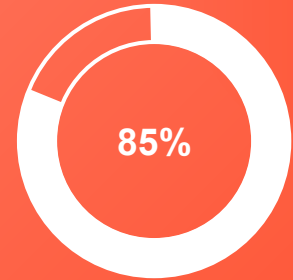
Fresh Food



Break Fast



Shopping Experience



Percentage:

Appeal:

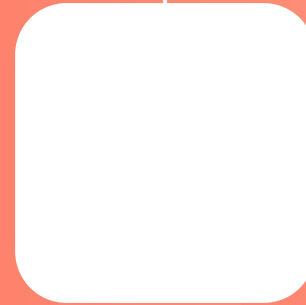
90%



Amazon Go

Amazon's Profit

55%



C-stores

Convenient Stores

Value:

1.5 Million \$

In the first opening year, and now it is valued ~1 Trillion \$



Thanks!

Samir
Zahreddine.
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Sources:

- <https://www.marketing91.com/service-triangle/>
- <https://www.pkwydigital.com/amazon-go-digital-marketing/>
- <https://powerdigitalmarketing.com/blog/amazon-go/#gref>