

Fællesskab & Entusiaster



amazon  
prime

prime  
video

kindle

amazon pharmacy  
Morgan Smith  
METOPROLOL ER 50 MG  
Take one tablet by mouth

# Amazon

Key Partners 

Leverandører

Key Activities 

Drift af Amazon platform

Source og levere varer

Key Resources 

Lager- & logistik faciliteter

Amazon platform

Leverandør netværk

Value Proposition 

Udvalg

Bekvemmelighed

Customer Relationships 

Selvbetjening

Channels 

Amazon website

Customer Segments 

kunder

Cost Structure 

Logistik

Amazon Platform

Revenue Streams 

Pris per enhed

Transaktionel

# Forretningsmodel skifte

1. Fra webshop til kundeklub
2. Fra salg af produkter til salg af både produkter og services

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Medlemskab

**Recurring revenues**

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Streaming services

Lock-in

Streaming platform

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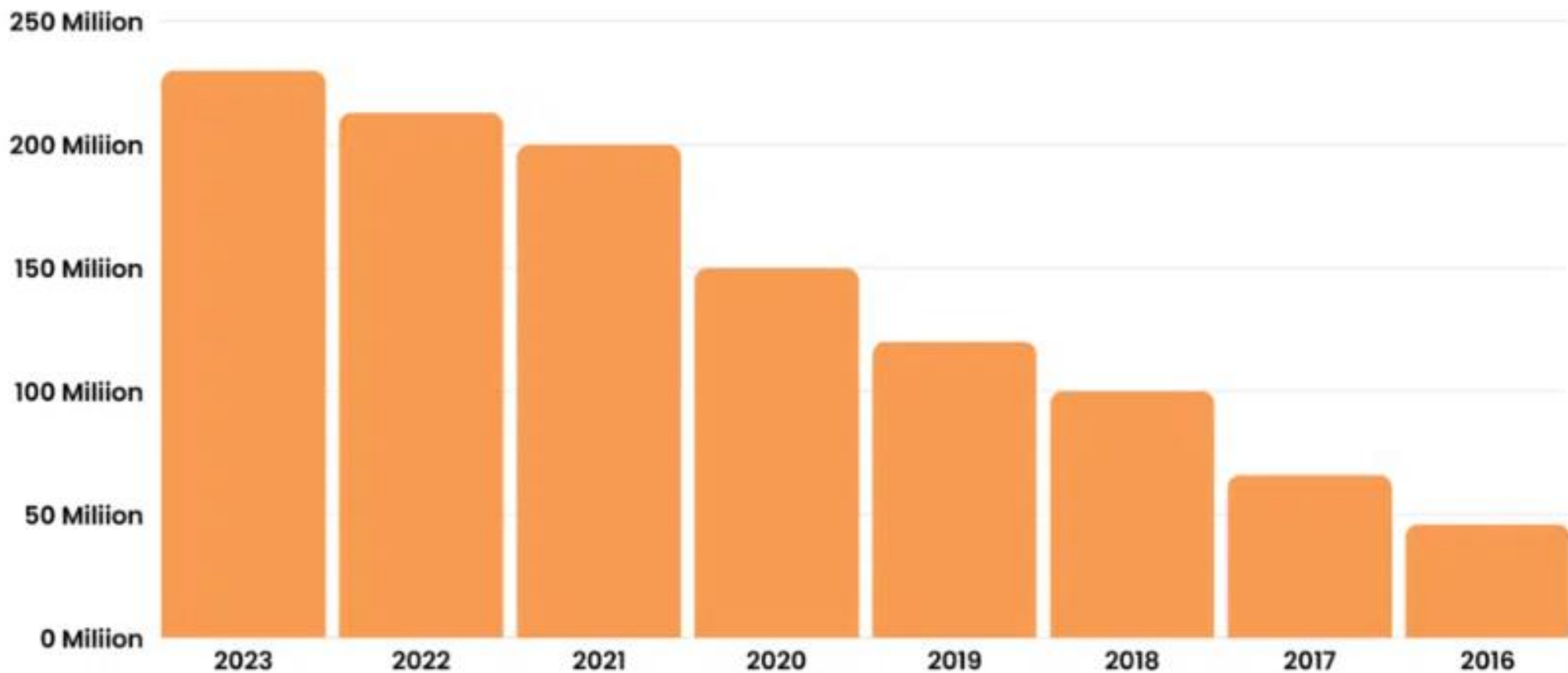
Medlemskab

Abonnement

Recurring revenues

# Number of Amazon Prime Members Over the Years

Yaguara.co



- Amazon Prime, with over 230 million members worldwide offers a variety of benefits, including free two-day shipping and exclusive discounts plus streaming video and music.
- Amazon Prime membership costs \$14.99 per month and \$139 per year. The Prime Video membership costs \$8.99 per month.
- A Prime member spends an average of \$1,400 annually on Amazon. A non-Prime member, spends an average of \$600.