**Case Study 2:** Amazon.com and Souq.com

100 points

On March 28, 2017, Amazon.com bought Souq.com in Dubai, for at least $ 580 million.

I only just found out about Souq.com, and assume that you too know little about it. I won’t expect you to do much research on Souq since that would be time consuming. Just do a quick general search on its background, and look at its current website. I found one article that I would recommend reading, though:

<https://hbr.org/2017/09/souq-coms-ceo-on-building-an-e-commerce-powerhouse-in-the-middle-east>

As you answer the questions you may have to make some assumptions about Souq.com. If so, clearly state them.

Where possible/appropriate, use ideas and models from either or both books.

Create a document using MS Word. Start with your name. Copy over the questions and write your answers underneath them. Check your spelling and grammar. Include your preferred first name and last name in the file name (e.g. “MIS 3534 Case Study 2, Jane Doe”). I expect you to write in full sentences.

Email your file to me: ajraven@temple.edu

1 (10 points). This is the promised bonus question. No need to respond.

2 (10 points). Why would Amazon buy a complete business, and not directly compete with Souq.com by opening its own operations in Dubai or elsewhere in the gulf region?

3 (10 points). What kinds of local knowledge could Souq have that Amazon needed?

4.a. (20 points). What are the five or more main business processes for a company like Souq.com?

4.b. (20 points). How much should Amazon integrate its business processes with those of Souq? Why? If not all business processes, which ones should Amazon leave alone?

5. (20 points) What are the systems integration problems that Amazon will have run into for the processes that it integrated?

6. (10 points) Who would you put in charge of the systems integration projects? Souq employees or Amazon employees? Why?