

MIS 3537: Internet and Supply Chains

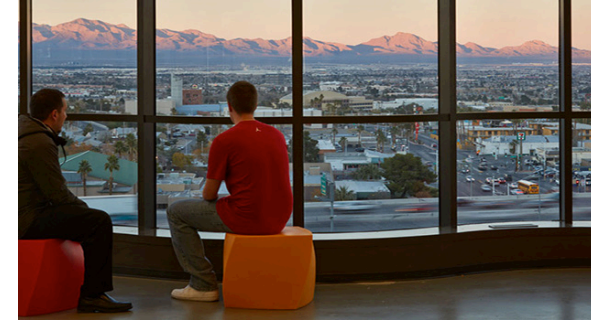
WEEK 3:



Case



- 2007: Established all distribution facilities as foreign trade zone'
 - Reduces Duties
 - Delays paying Duties / customs
- Late 2008: Reduced staff via layoffs
 - Generous severance packages
 - Handled well considering strong culture and transparency (less negativity)
 - Address low performers?



- Current Vision
 - One day, 30% of retail transactions in US online
 - People will buy from company with best service and best selection
 - Zappos.com will be that online store
- ‘We warehouse everything that we sell ... item not available for sales unless it’s physically present in our warehouse.’
- July 2009: joined Amazon family
- May 2010: Zappos restructured into 10 separate companies under Zappos Family umbrella

Explore Zappos

Brands
Clothing
Couture
Eyewear
New Arrivals
Outdoor
Rideshop
Running
Shoes
Watches
Wedding
All Departments



- September 2012: Kentucky warehouse transferred to 'care' of Amazon
- 2013: moved HQ from Henderson, Nevada to former Las Vegas City Hall building.
- Sells 'Tours' and Q&A sessions



Break Time

