**What are Zappos’s core competencies (ability to do something successfully or efficiently)? Is it a Source of competitive advantage? Is it sustainable?**

**Competency:** ability to do something successfully or efficiently

|  |  |  |  |
| --- | --- | --- | --- |
| **Competency** | **Advantage** | **Cost / Disadvantage** | **Sustainable?** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**. How would you expand the business?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Alternative** | **Advantage** | **Cost/ Disadvantage** | **Culture Fit** |
| ***Products*** |  |  |  |
| ***Geographies*** |  |  |  |
| ***Sell Private Label*** ‘Powered by Zappos’  e.g. Clarks, Bostonian |  |  |  |

**. How would you expect the environment of more cost-conscious customers to affect Zappos’ business?**



**What can Zappos’ do to maintain sales in such an environment?**



**. Key Lessons Learned**

* Like Crocs SC can be an advantage – but Zappos added its Internet advantage
* Competencies (SC, Internet, Culture, …) allowed Zappos the accomplish what was thought impossible
* I/T was integral, indistinguishable component of Zappos.com