**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

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| **Competency** | **Advantage** | **Cost / Disadvantage** | **Sustainable?** |
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**. How would you expand the business?**

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| **Alternative** | **Advantage** | **Cost/ Disadvantage** | **Culture Fit** |
| ***Products*** | *
 | *
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| ***Geographies*** | *
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 |  |
| ***Sell Private Label***‘Powered by Zappos’e.g. Clarks, Bostonian | *
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**. How would you expect the environment of more cost-conscious customers to affect Zappos’ business?**

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

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**. 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