

ИНДИВИДУАЛЬНЫЙ ПРОЕКТ

**"ПОЧЕМУ ТОРГОВАЯ ИНТЕРНЕТ-ПЛОЩАДКА АМАЗОН - ОДНА
ИЗ САМЫХ ПОПУЛЯРНЫХ В МИРЕ?"**

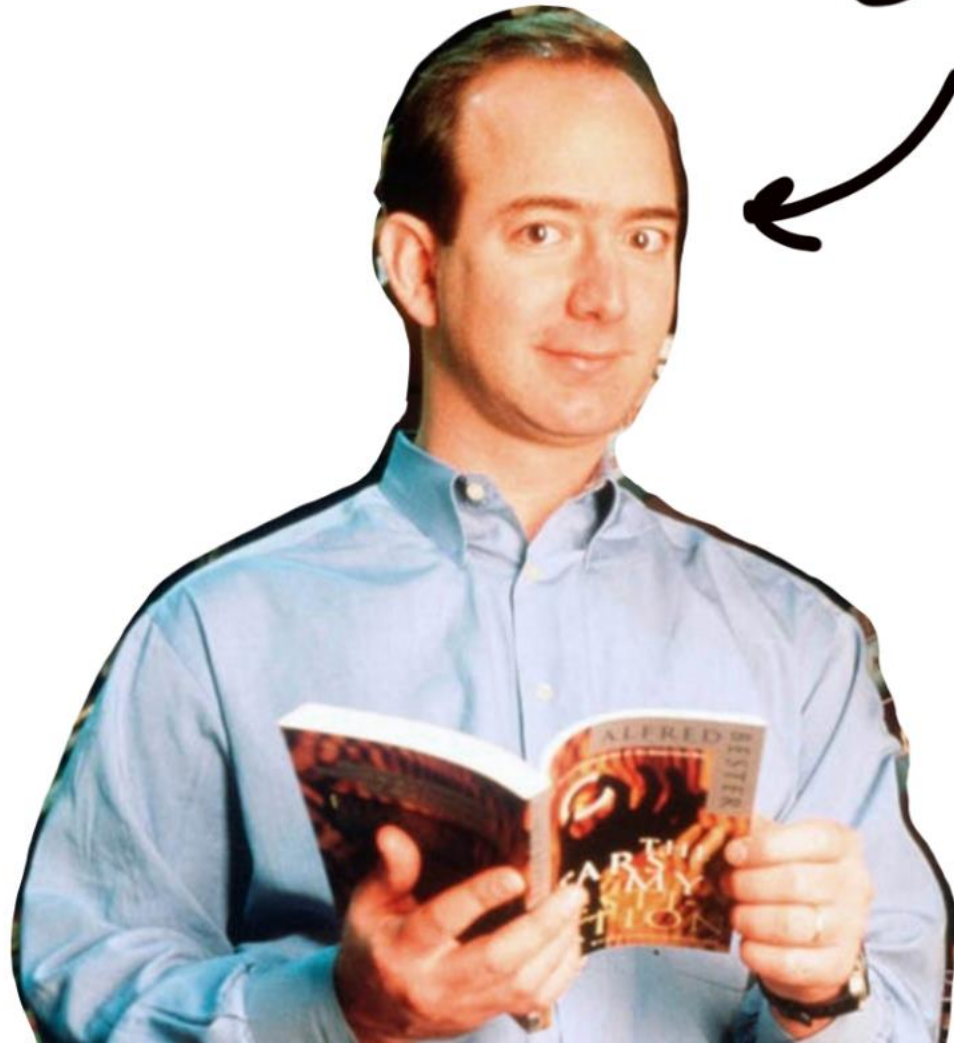
**WHY IS THE INTERNET TRADING PLATFORM AMAZON ONE
OF THE MOST POPULAR IN THE WORLD?**

**ПРОЕКТ ПОДГОТОВИЛА
КИТ ВИКТОРИЯ АНАТОЛЬЕВНА,
учащаяся 11 класса
МАОУ гимназии №72
г. Краснодар**

amazon

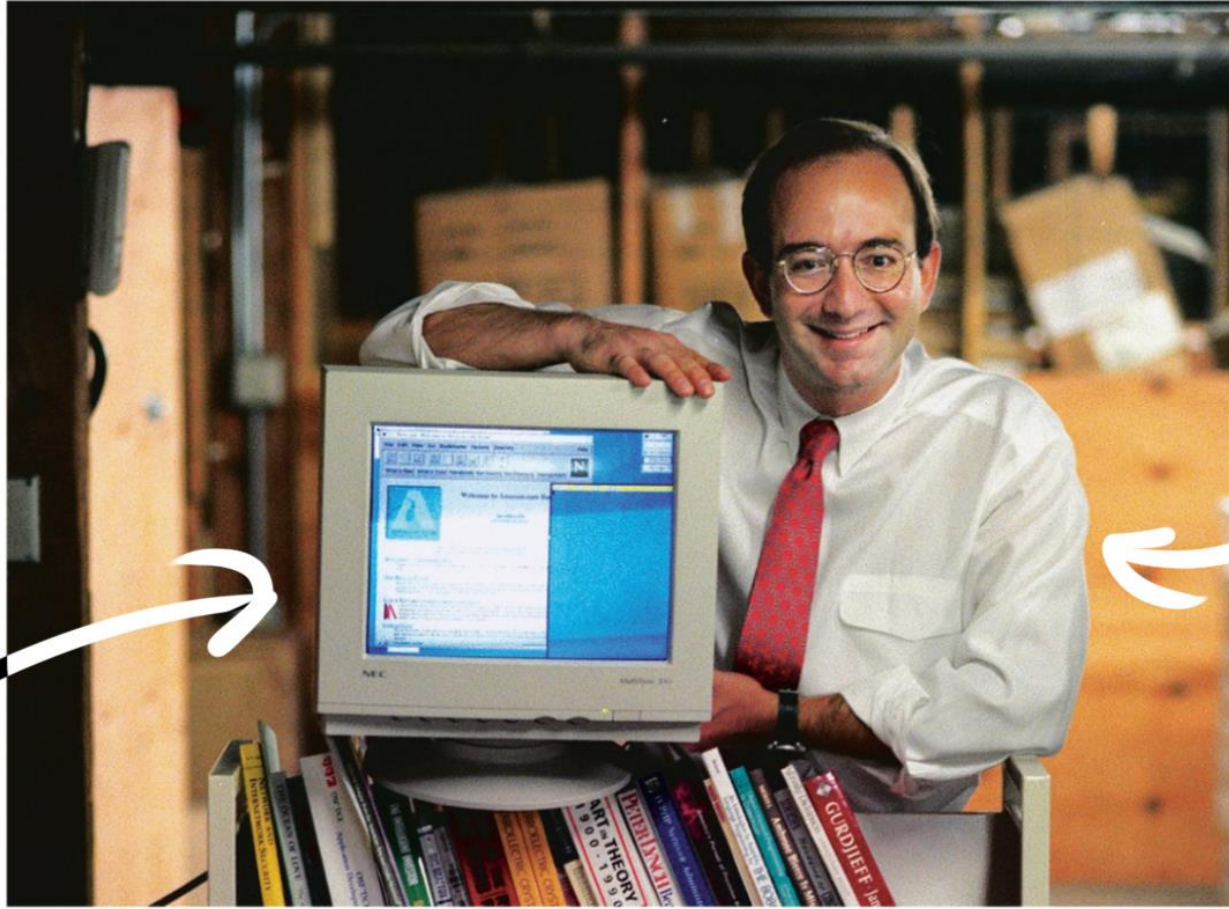
The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the letters "a" and "z" is a curved orange arrow that starts under the "a" and points to the right, ending under the "z".

Jeff Bezos



Amazon's first
warehouse



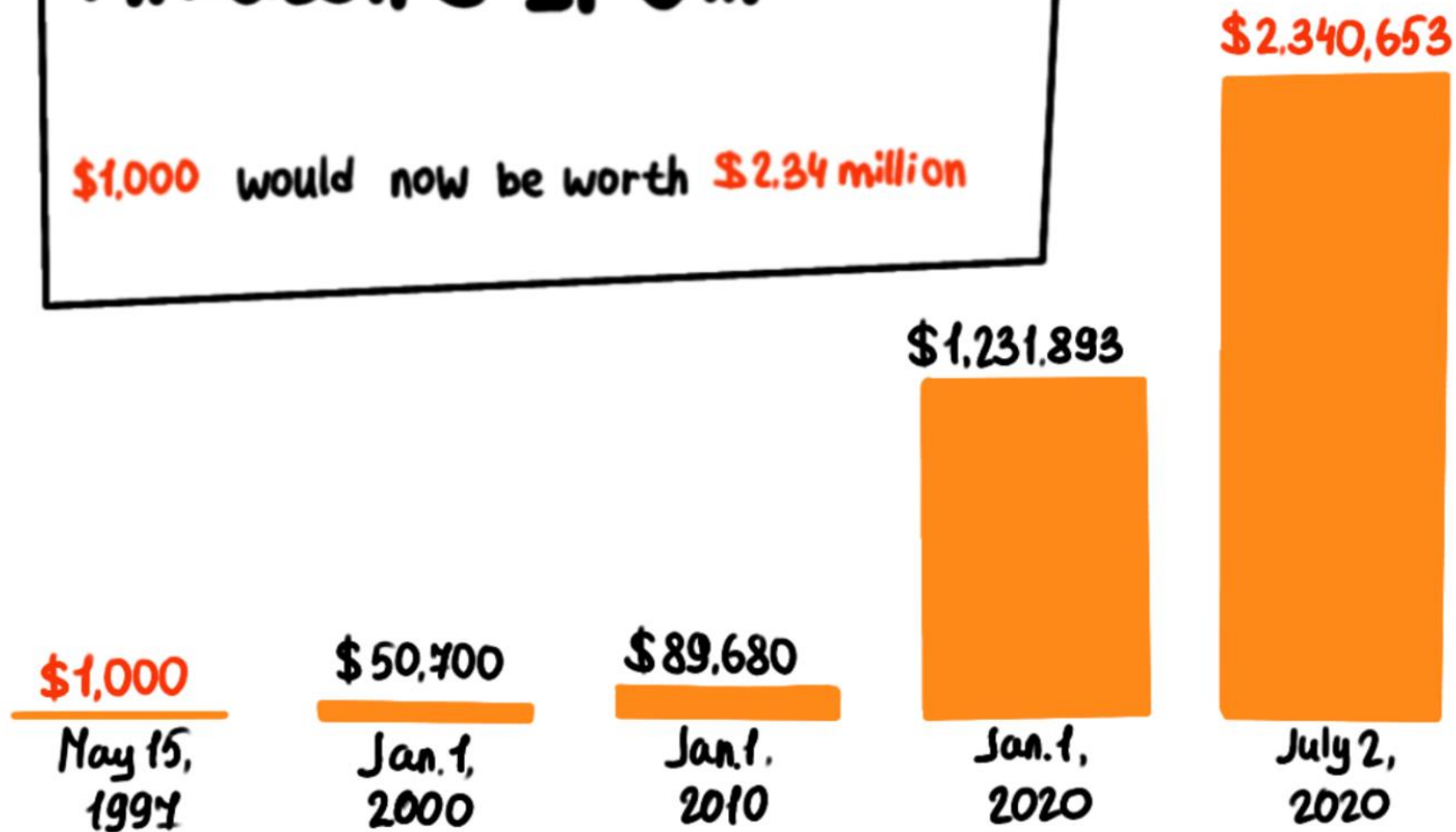


Jeff

their
first website

If You Had Invested in Amazon's IPO...

\$1,000 would now be worth **\$2.34 million**





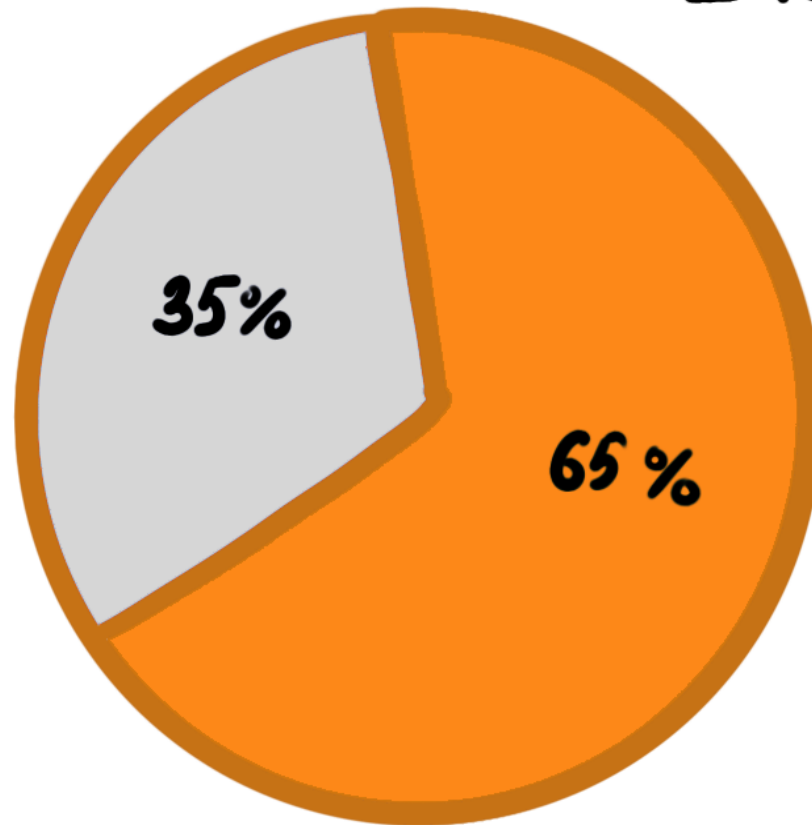
*the third of the
largest warehouses
in the World*



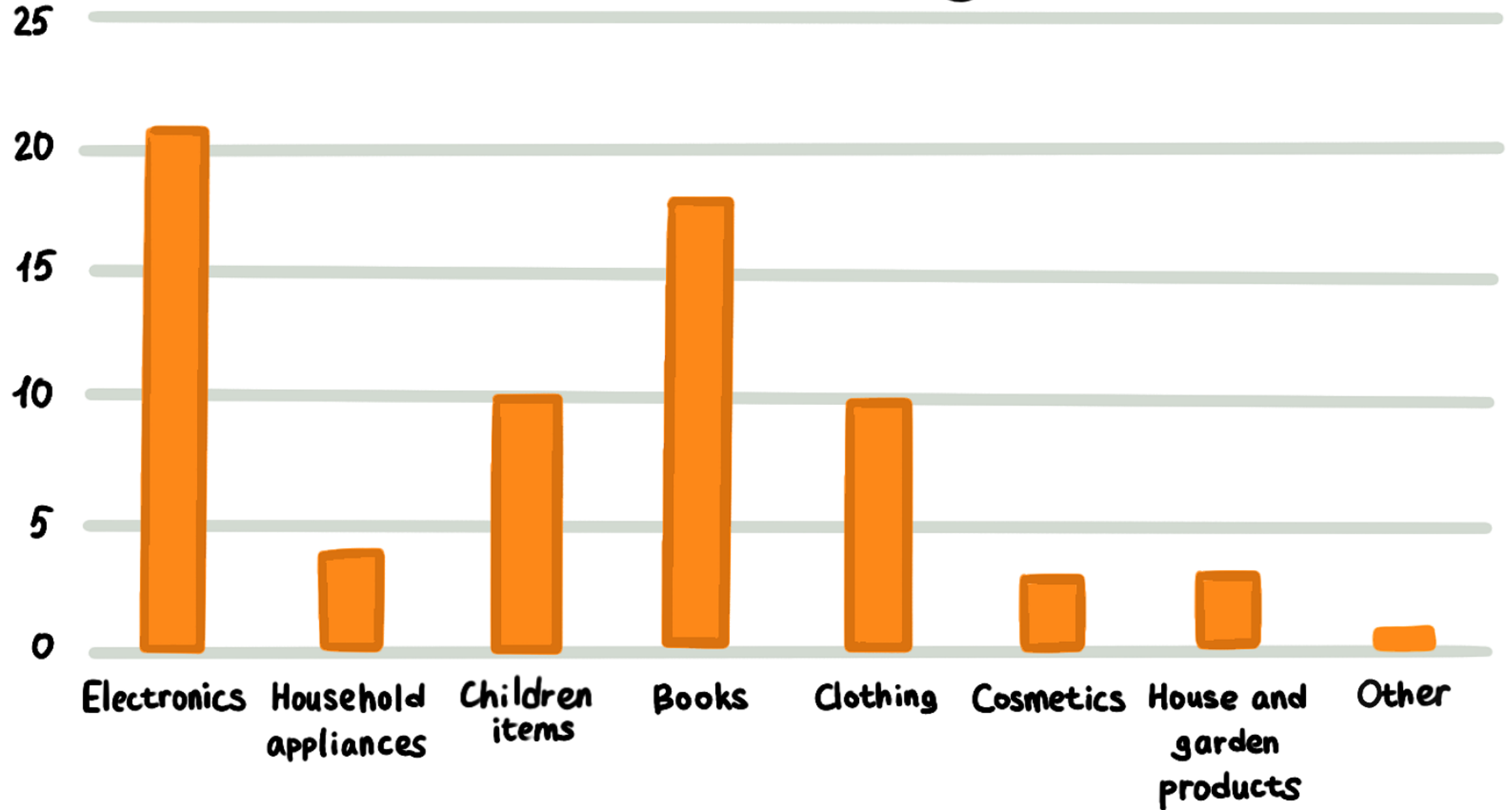
Have you ever bought anything on Amazon ?

No

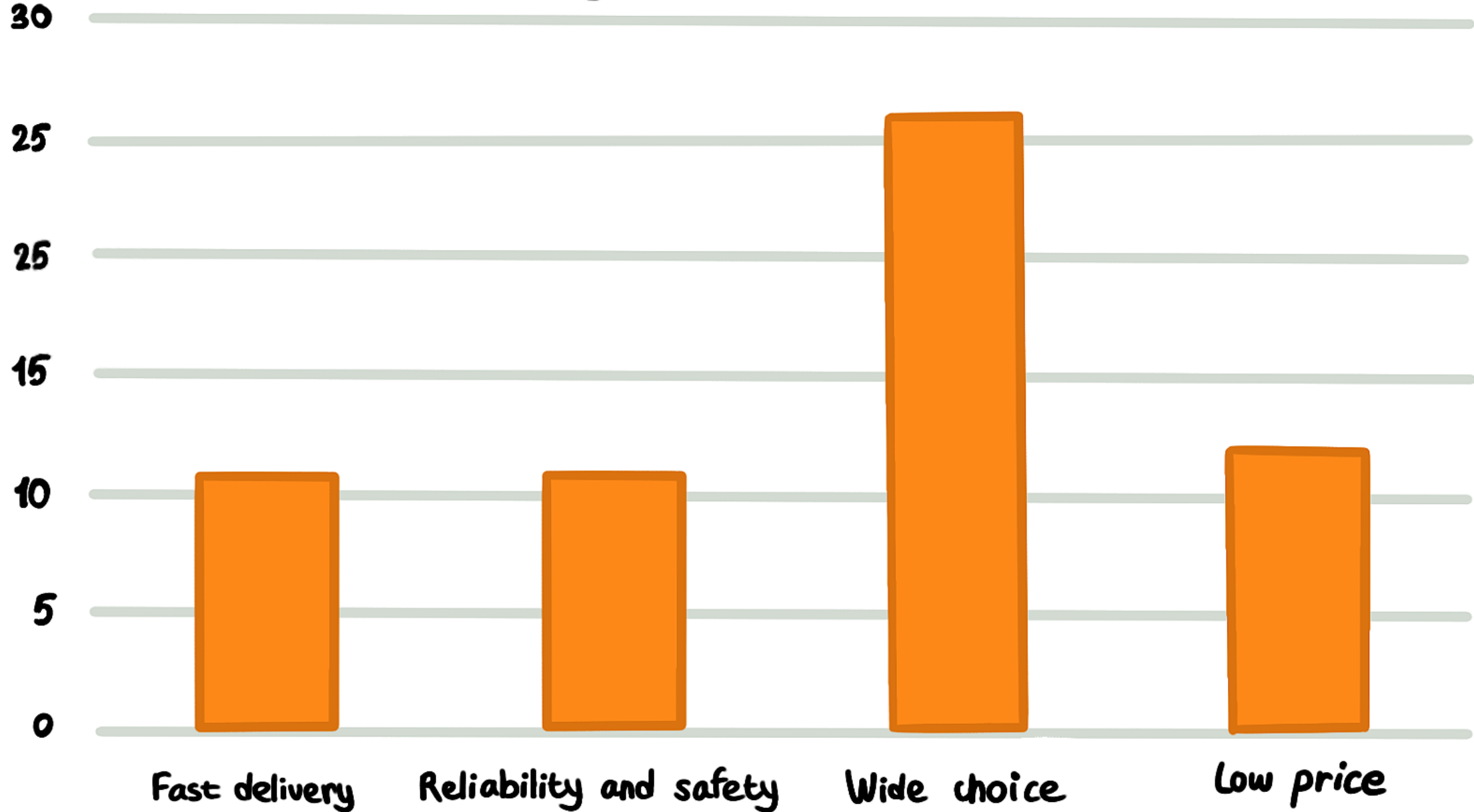
Yes



What did you buy there ?



Why do you opt for Amazon ?



THE REASONS WHY AMAZON IS SO SUCCESSFUL

FIRSTLY, Amazon sells products that are in great demand with all people.

SECONDLY, most people choose Amazon because of the rich variety of products. And truly, Amazon now is free to trade, it means that any company can list a product on its website.

FINALLY, low price is the most attractive argument to purchase from Amazon. The price policy is really democratic and people can buy things depending on their budget.