

**Corporate Strategies**

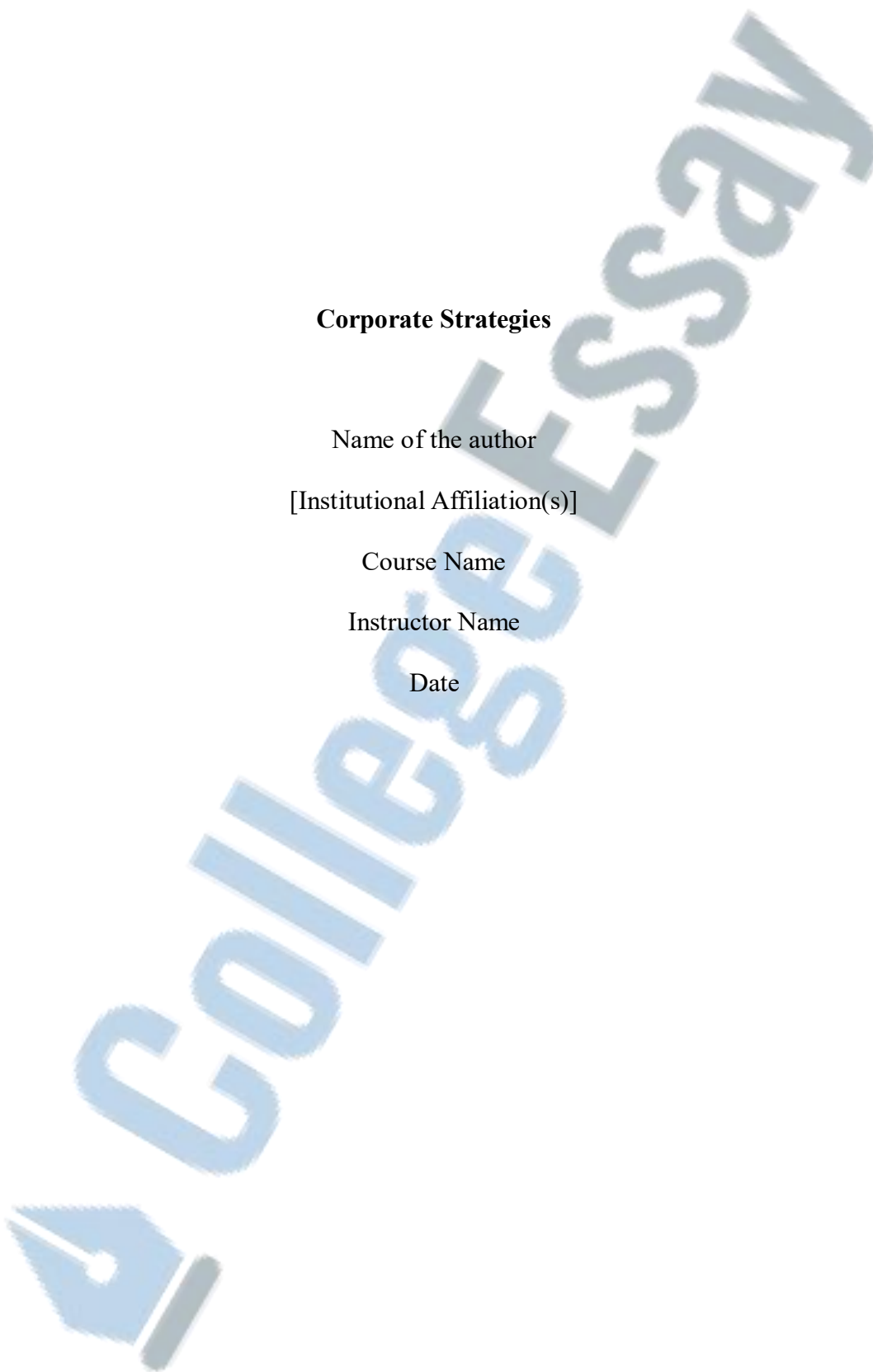
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## **Corporate Strategies**

Extraordinary companies excel in the way they conduct their business, how they treat their employees, and how they make a positive impact on society. This paper discusses three exemplary firms—Amazon, Patagonia, and Airbnb, analyzes their corporate strategies and explains why each one stands out among its peers.

### **Part 1**

#### **Amazon**

Amazon is an e-commerce giant that has revolutionized the way people shop online. Amazon's success can be attributed to its customer-centric approach to business. The company strives to provide customers with products delivered at lightning speeds with excellent customer service. Amazon has also embraced technology and automation in order to optimize its operations. For example, Amazon launched its robotic fulfillment centers that use advanced robotics and machine learning algorithms to quickly pick, pack, and ship orders with greater precision than ever before (Azadeh et al., 2019). This allows Amazon to deliver orders faster than ever before while reducing customer costs and increasing employee efficiency.

#### **Patagonia**

Patagonia is a clothing company that prides itself on being environmentally conscious in every aspect of its operations. Patagonia donates one percent of all sales to environmental organizations worldwide and uses sustainable practices such as responsible sourcing of materials and energy-efficient manufacturing processes throughout its supply chain (Naidoo & Gasparatos, 2018). Additionally, Patagonia is committed to promoting employee well-being by offering generous benefits packages, including medical insurance coverage for part-time employees and paid maternity leave for new mothers. By prioritizing employee satisfaction, Patagonia creates an

inclusive working environment where everyone feels valued and respected regardless of their job title or seniority level.

### **Airbnb**

Airbnb is a hospitality company that offers travelers unique accommodations worldwide through its online booking platform. Airbnb stands out among other hospitality services because it emphasizes creating meaningful connections between hosts and guests while promoting cultural exchange within local communities worldwide (Andreu et al., 2020). Airbnb offers hosts the opportunity to earn supplemental income by renting out their homes or apartments while giving travelers access to accommodation options that are often more affordable than hotels or resorts in tourist destinations across the globe. Furthermore, Airbnb encourages hosts to share local tips about their neighborhoods with guests to create unforgettable experiences for travelers who book through Airbnb's platform.

In conclusion, all these companies have demonstrated exceptional leadership in internal operations and external engagement in society.

## **Part 2**

With the ever-changing landscape of industries and markets, it is more important than ever to understand and analyze corporate strategies. This section aims to explore the corporate strategies of the three companies—Amazon, Patagonia, and Airbnb—and compares them in terms of clarity and focus.

### **Amazon's Strategy**

Amazon has long been known for its e-commerce and retail strategy, which involves selling various products through its online platform. It also focuses heavily on customer service, offering free shipping for customers who spend certain amounts of money or sign up for an

Amazon Prime subscription (Goga et al., 2019). Additionally, the company has invested heavily in research and development and is actively expanding into new industries such as cloud computing and artificial intelligence. According to an industry report by Forbes, Amazon's corporate strategy also includes investing in strategic acquisitions to expand its reach (Petro, 2017). The article states that they have acquired companies such as Whole Foods and Ring to expand their presence in the grocery delivery market. Overall, Amazon's corporate strategy is clear and focused - they are building an all-encompassing ecosystem that caters to their customers' needs.

### **Patagonia's Strategy**

Patagonia's corporate strategy revolves around sustainability and environmental stewardship. For example, the company is committed to using only organic cotton for its clothing products and offering repair services instead of encouraging consumers to purchase new items (Rattalino, 2018). In addition, Patagonia has partnered with various organizations worldwide to help conserve nature - one example being their partnership with The Conservation Alliance, which works towards protecting wild places across North America (Sala, 2022). Furthermore, Patagonia also focuses on giving back by donating 1% of its total sales revenue to non-profit organizations like the Environmental Grantmakers Association that support conservation efforts worldwide (Epstein et al., 2018). Although Patagonia does not have a unified corporate strategy, its commitment to sustainability and environmental stewardship is quite clear and focused - they focus on creating eco-friendly products while supporting conservation initiatives worldwide.

### **Airbnb's Strategy**

Airbnb's core corporate strategy revolves around leveraging technology solutions to facilitate short-term rental housing options across cities worldwide. The company has employed

data science solutions to enhance search accuracy for customers seeking rental housing while upholding safety standards with rigorous background checks for hosts before listing on the platform. Additionally, Airbnb has invested heavily in marketing campaigns to increase brand awareness among potential users - this includes both word-of-mouth tactics and traditional advertising campaigns across different media platforms worldwide (e.g., television commercials) (Rosario & Cruz, 2019). Lastly, Airbnb is actively experimenting with new business models to diversify its revenue streams; these include introducing 'experiences' where hosts can offer unique activities or events related to travel experiences within a given city (e.g., cooking classes or art tours). All these initiatives combined reveal that Airbnb's corporate strategy is clear and focused but does vary depending on the type of traveler or host being targeted.

Overall, Amazon, Patagonia, and Airbnb—all have successful corporate strategies that are clear and focused on achieving specific goals tailored to each business model.

### **Part 3**

Amazon's vision statement reads: "To be Earth's most customer-centric company, where customers can find and discover anything they want to buy online" (Amazon, 2023). This statement reflects Amazon's commitment to providing customers with an easy-to-use website that allows them to quickly find whatever product they want without searching multiple websites or stores. Likewise, Amazon's mission statement is "to use the power of technology to make everyday life better for everyone around the world" (Amazon, 2023). This mission encapsulates its focus on using technology to create solutions that simplify people's lives, making it easier for them to access products, services, and information quickly and efficiently. From its cloud computing services to its artificial intelligence tools like Alexa, Amazon has consistently sought

out innovative ways to make life easier for its customers while ensuring it stays ahead of its competitors in terms of technology offerings.

Overall, Amazon has achieved immense success by keeping its vision and mission statements in mind when developing new products or service strategies. The "customer obsession" motto reflects on every corporate decision, as Amazon places customer preferences first and foremost. Furthermore, Amazon utilizes a customer-centric strategy that focuses on convenience, quality, and cost-effectiveness – all of which align with its mission. Amazon's reputation speaks for itself, highlighting the importance of effectively linking company values to the organization's strategies.

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