Description Assignment Brief The word count is 2,100 words This assignment is designed to assess the following learning outcome: • Critically evaluate the varying types and levels of strategy in an organisation. • Demonstrate self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and strategic management issues. This requires write an original report about Amazon that addresses the following tasks: The format should be a report following the following structure: Introduction [approx. 200 words] • Product lines or strategic business units • Target Market Profile Main body 1. Critically analyse the Amazon’s competitive strategy with reference to the relevant theories (You can use Porter’s generic strategies framework (Porter, 1985) or Bowman’s Strategy Clock (Faulkner and Bowman, 1995)) – approx. 700 words 2. Critically discuss the key drivers of the company’s competitive strategy. - approx. 800 words 3. Provide recommendations for maintaining the strategy and sustaining the competitive advantages, with consideration of business ethics and social responsibility. - approx. 400 words References (not included in word count) – You must include at least 12 academic sources