

Writing Assignment 3: Research Paper

COM 597: Writing and Presentation

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Title

Amazon's Challenge in Japan

Audience

- Those who are interested in Amazon's business in Japan.
- Those who are interested in Japan's B2C market.
- College students who study international business.
- Potential employers who are interested in my school work.

Purpose

Amazon is the most well known e-commerce company eBay in the world, along with eBay. I believe many people are interested in their business. I focused on one of their international markets, Japan, analyzed the market, and explored how Amazon entered the very competitive market, which eBay gave up and left. Also, I provided Japan's B2C market data, and analyzed their future business.

URL

<http://students.washington.edu/makikom/dmedia/amazon/>