1.- Prepare an Amazon's SWOT analysis and evaluate the strategic needs of the organization within a changing global environment. Answer the 8 assignment/performance criteria thoroughly outlined, with extensive description in each one. List the Organizational initiative's plans with descriptions, SWOT analysis, describe the unmet need of Amazon. Prepare an analysis of competitive advantage. Prepare a proposal for a competitive business initiative to address the unmet need was complete. Provide a thoroughly high-level timeline and operational steps for implementation.

2.- Complete the Organizational Analysis worksheet for evaluation.