



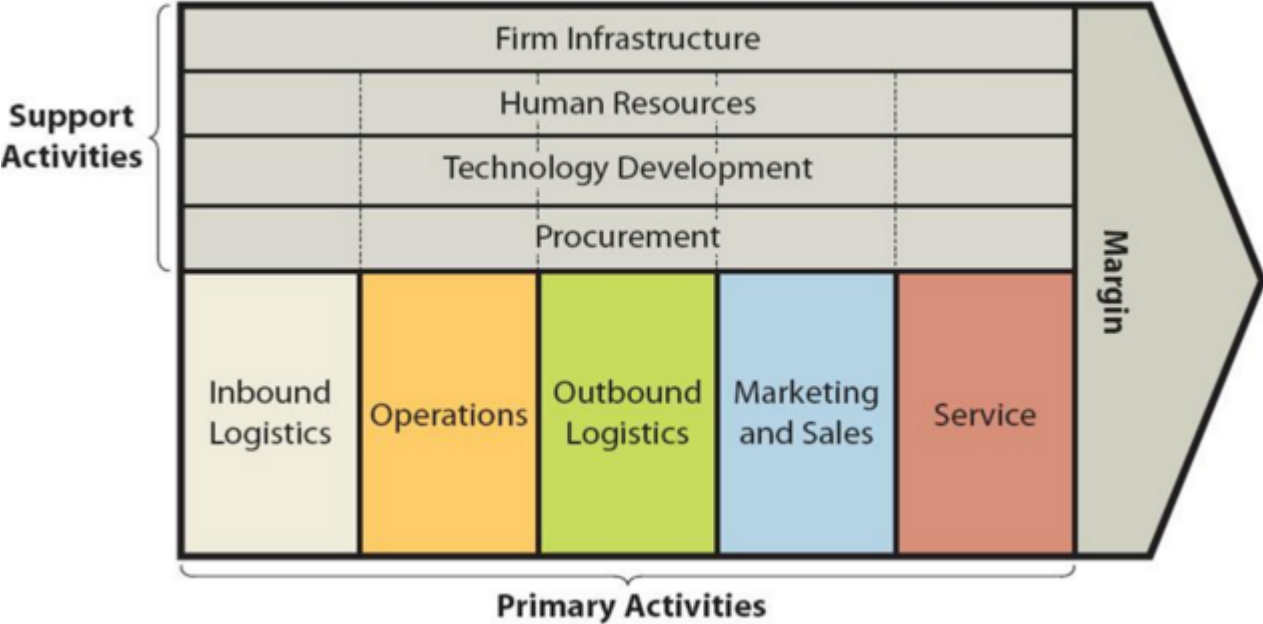
***Analysis of the incursion of e-commerce in Mexico  
through Value Chain Analysis.***

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# Batt and Emdad model



# Mexico's e-commerce

Merchandise retail sales : US\$5.5 billion

15 million buyers for an average

Annual purchase of US\$487

2015 “Black Friday” day alone - US\$1.6 billion

Only 22% of 68 million Internet users buying online

Only 13% of adults hold a credit or debit card

Logistics often still present a problem

	Inbound Logistics	Operations	Outbound Logistics	Marketing and Sales	Services
Amazon.com	Fullfillment by Amazon	Marketplace / Amazon Prime / Amazon Web Services	Fullfillment centers /DHL- Fedex	Site and product marketing. Internal marketing.	Selling Coach/Customer Services
Amazon.com.mx	Fullfillment by Amazon (Cuatitlan)	Marketplace	Fullfillment center /DHL- Sepomex.	Site marketing / Internal product placement	Selling Coach/Customer Services

# Governance Analysis

Buyer-driven chain.

Online consumers have a special force in the online retail market, being the direct decision making of what sells and what doesn't.

Marketplace + Selling Coach ->  
Automatic pricing and automatic  
Demand calculation.

# Stakeholder Analysis

1. Users (both buyers and sellers)
2. Government and Banking Institutions
3. Federal Government (Agenda Digital Nacional)

There has been a tendency for developed countries to concentrate in higher value activities while developing countries are generally concentrated in lower value activities

