**Video Title:** Introducing Amazon Go

**Video URL:** <https://youtu.be/NrmMk1Myrxc>

**Running Time/Source:** 1:47, You Tube.com/Amazon

**Close Caption Available:** Yes

Amazon has a prototype store in its headquarters city, Seattle, that the company believes has the potential to revolutionize the way people shop. Called "Amazon Go," its success is predicated on the assumption that shoppers in stores are turned off by long lines and the time it takes to check out. Amazon executives believe that there will eventually be 2,000 Amazon Go stores in the United States. Amazon Go emphasizes no lines, no checkouts, no registers.

In order to gain entry into an Amazon Go store, shoppers will need to use the Amazon Go app. As the shopper selects items and drops them into their carts, the app. records the price and keeps a running

total. Once the shopper is done, the total cost of the purchases is charged to the shopper's Amazon account. If the shopper decides to put back an item, its cost will be subtracted from his or her Amazon account. Amazon Go relies upon a variety of electronic tools. These include computer vision, deep learning algorithms, and centrifusion.

Questions:

1. What type of research do you think Amazon did when considering whether to move forward

with the Amazon Go concept?

2. What other factors besides time saved do you believe are important to shoppers?

3. What financial objectives do you think Amazon used to decide whether to move forward

with the Amazon Go concept?

4. What operating metrics might Amazon have used in the process to determine if

it should set up the Amazon Go store?

5. What is meant by the term "cannibalization?" How might this concept be employed by

Amazon?