

Team 1 Executive Summary

This project provides a comprehensive analysis of Logistics and Inventory strategies used by the two e-commerce giants - Amazon and Alibaba. Our team explored the strategies and innovative technologies in the logistics and inventory management deployed by the industry's leading e-commerce behemoths. Based on multiple case studies and literature research, our team studied the logistics and inventory processes of Amazon and Alibaba. Several inventory and logistics management strategies were analyzed, compared, and contrasted. The focus of this report is to develop a comprehensive rubric tool for small-to-medium e-commerce businesses to evaluate their inventory and logistics management processes. The final motive is to structure these concepts into a qualitative framework of strategy and technology innovation so that start-ups, small and medium scale companies in the e-commerce sector can see where they need to improve in the levels of technologies and strategies implemented in major areas of logistics and inventory management.