

### Case Study 3: Amazon Air

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This case study is focused on Amazon Air. Please see the news articles below:

**Article A:** “Amazon Air clears first-ever regional hub in Europe for takeoff,” Link: <https://chainstoreage.com/amazon-air-clears-first-ever-regional-hub-europe-takeoff>

**Article B:** “Hawaii says ‘Aloha’ to Amazon Air,” Link: <https://www.freightwaves.com/news/hawaii-says-aloha-to-amazon-air>

**Article C:** “Amazon Air adds New Orleans to its expanding network, and the airport is thrilled,” Link: [https://www.nola.com/news/business/article\\_b422ea0a-1ebf-11eb-a3bb-83ed1b3d8ea1.html](https://www.nola.com/news/business/article_b422ea0a-1ebf-11eb-a3bb-83ed1b3d8ea1.html)

**YouTube Video:** “As Amazon Air Expands, FedEx And UPS May Suffer,” Link: <https://www.youtube.com/watch?v=Efs3PyR8iBw>

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In addition to cargo planes, Amazon Air is creating a network of terminals, warehouses, and distribution centers to connect to truck, rail, and multimodal transportation.

- Provide a summary of the domestic and global growth of Amazon Air over the past five years.
- Describe how growing eCommerce will impact the need for international air freight over the next five years.
- Discuss how Amazon Air could create a competitive advantage over FedEx and UPS over the next five years.
- How will a successful vaccine for COVID-19 likely impact the need for air freight over the next five years?

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Case study reports should be a minimum of 8 pages in length and will be **due December 14<sup>th</sup> at 11:59 p.m. Central Time**. The title page, abstract, and reference list pages can be counted toward the minimum page requirement for this assignment. Please upload your report in the appropriate “Assignment” folder in Canvas as a Microsoft Word file.

The report should be developed in APA format. A summary APA style guide will be included with the assignment.

- Additional guidelines by the American Psychological Association (APA) can be found at the following Link: <http://owl.english.purdue.edu/owl/resource/560/01/>.

Each assignment should be double-spaced with one-inch margins using a Times New Roman 12-point font. A title page, abstract, appropriate citations of referenced materials, subtitles, running headers, and page numbers are required for this assignment.

**Label your report as follows:**

Your Last Name\_Your First Name\_Title  
Example: Schulz Steven Amazon Air

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### **Research Support:**

All case studies in this course require research to support your work. If you need assistance using the resources available through Criss Library, please see the **Library Resources** link in Canvas (Please see the column of choices on the left side of the page in Canvas.).

### **Administrative Requirements:**

- Late assignments will not be accepted after the due date.
- The 11:59 p.m. Central Time deadline means that your files will need to be fully uploaded by that time. If your file is not finished uploading by 11:59, your assignment will be recorded as late by Canvas, and you will not receive credit for this report.
- There will be a 10-point penalty for submitting an assignment that is not a Microsoft Word document.
- There will be a 10-point penalty for not using recommended names for your files uploaded to Canvas.
- Turn-It-In will be used to screen all assignments for originality.

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Rubric	Points	
Organization of the report (APA format)	5	>Please use paragraphs, summary tables, graphs, and illustrations to enhance the readability of your report.  >A title page, abstract, appropriate citations of referenced materials, subtitles, running headers, and page numbers are required for this assignment.  >Please proofread your document to correct spelling and grammatical errors.
Provide a summary of the domestic and global growth of Amazon Air over the past five years.	25	>Describe the major locations and types of investments made by Amazon Air.  >Describe the key benefits that Amazon Air will gain by these investments.
Describe how growing eCommerce will impact the need for international air freight over the next five years.	20	>Describe how Amazon Air can support the growth of Amazon.com over the next five years.
Discuss how Amazon Air could create a competitive advantage over FedEx and UPS over the next five years.	25	>Discuss how Amazon Air could develop a competitive advantage over competitors in the domestic and global market for logistics.
How will a successful vaccine for COVID-19 likely impact the need for air freight over the next five years?	20	>Provide a detailed discussion of your perceptions of the need for air freight as the COVID-19 pandemic slows down after a successful vaccine has been developed and distributed.
References	5	>Please use at least five outside articles or sources of information to support your recommendations.  >While the textbook should be used as a reference, it does not count as one of the five outside articles or references.
<b>Total</b>	<b>100</b>	