



A unique and entrepreneurial e-commerce experience for students in Italy

Amazon Campus Challenge is a team competition offered to Bachelor and Master Students in Italy for the school year 2019-2020. With this competition organized in several European countries, Amazon offer students the opportunity to enrich their personal and professional development with a real entrepreneurial experience. They will work along with company in their digital transformation by launching their online sale activity on the Amazon Marketplace.

From September 2019 to June 2020, student teams approach and support each a company of their choice, by leveraging growth mechanisms and business management techniques for success on the Amazon Marketplace. They will operate in collaboration with the company in independence from Amazon.

Benefits for students

- The opportunity to apply and reinforce their business management knowledge and skills in a real situation
- A solid experience in the booming industry of e-commerce
- A concrete and instructive insight in consulting and international business
- The opportunity to growth their professional network
- A unique experience to add to their CV
- Attractive prizes for the 5 winning teams.

Benefits for the schools

- Real exposure to the business environment in complement to the academic courses
- Business cases that can be applied to academic program
- A competition in line with the academic program
- Strengthening of the relations with the local companies through a win-win relationship with the students
- Pedagogic tools on follow the students team step by step.

Competition rules

Students compete in teams of 2-5 individuals. After having identified a company of their choice (not yet on Amazon Marketplace) and agreed on a partnership, they will define and implement an efficient and long-term e-commerce strategy. To be successful they will need to understand and use the main

sales growth mechanisms used on the Marketplace. They will be facing real customer satisfaction, e-commerce challenges and business competition. They will need to gain the trust of the company senior leaders and work effectively with them to incorporate their project into the global company strategy taking in to account opportunities and constraints of the industry. Soft skills that will be highly valuable for their future professional career.

At the end of the online sales period, the 5 best teams will be selected on objective performance metrics. They will be invited to present their strategy and results to a jury composed with e-commerce experts (incl. Amazon Italy leader).

The winning teams will receive prizes according to their ranking: € 10,000 to share between the team members for the winning team; € 7,000 for the 2nd team; € 5,000 for the 3rd team and € 3,000 for the 4th and 5th teams.

Calendar

June to December 2019 : Preparation phase

- June 2019 : Opening of registration
- Team composition
- Company research and agreement
- 31st October 2019 : end of the team registration
- 13th December 2019 : end of company registration

January to April 2020: online competition

- 13th January 2020 : Launch of the online shops
- Monthly Webinars
- First sales on the Marketplace
- Performance optimization
- Definition of the product selection and pricing, inventory management

May 2020: Finalist selection

- Team performance analysis
- 5 finalists announced
- Finale preparation

June 2020: Finale

- Presentations in front of the Jury, ranking announced, award ceremony

For more information, visit our Website: <https://www.amazoncampuschallenge.it/it/>

This competition is organized by the Amazon (country) Marketplace in collaboration with the Human Resources and Talent Acquisition teams of Amazon.

The Marketplace allow companies to sell their product on Amazon.it in full independence.