Amazon.com has aggressively pursued a variety of partnerships with other large, high brand-recognition, retailers. These range from companies such as Target or Borders which have outsourced their entire online retail presence to Amazon (from Web site through to fulfillment) to other companies that simply have a presence on Amazon’s Web site.

In this assignment you should address the question of whether Sears should continue to operate its own Web sites (sears.com and landsend.com) or should engage in some sort of partnership with Amazon. Your assessment should be in terms of what decision Sears should make. In addressing this question, consider the quality of the shopping experience at amazon.com versus sears.com and landsend.com. Use any research you can find, in addition to your own impressions. Also consider the investment that a company such as Amazon has made in achieving high customer service in an online channel. Does Sears have strength or weaknesses in online retail? How does their recent acquisition of catalog and Internet retailer Lands’ End factor in to the situation?