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In January 2019, Amazon.com Inc (Amazon) became the most valuable company in the world, above Microsoft, Apple, and Alphabet (Google). Jeff Bezos, Amazon's founder and CEO was now the world's richest man. On January 31st, 2019, Amazon announced 2018 operating profits of \$12.4 billion, up from \$178 million in 2014, on sales of \$232 billion, up from \$89 billion four years earlier.

Amazon is one of the few E-Commerce companies which uses email schema markup to the fullest. So when user orders something, an email is sent to the customer telling about the details about the order and the delivery stage.

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Amazon is one of the largest online e-commerce stores that sells almost everything. This case study will examine Amazon, international trade, and Canada. To regulate international trade, governments put into place different forms of regulation. Some of this regulation protects domestic companies while others promote trade.

In this case study, you can see behind-the-scenes of ecommerce behemoth Shopify. It was so good, even Tim Ferriss retweeted it. Before you get too excited, let me tell you the backstory of how this case study came about. Five years ago I was at the Import/Export Fair in Guangzhou, China with my buddy Doug.

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