Amazon AVN Case Study Exercise

By Claire McBride // October 7, 2025 // Research

TL;DR: *Leverage this Stratably created case study that puts your team in the driver's seat of a 2026 Amazon annual vendor negotiation (AVN). Use it to practice trade-offs, build alignment, and sharpen your negotiation playbook before the real conversations begin.*

1 minute read

Log in to download the Case Study Exercise at the bottom

Annual Vendor Negotiations (AVNs) with Amazon are high-stakes moments that can shape a brand's growth, profitability, and organizational alignment for the year ahead.

This case study exercise is designed to give your team a "rep" before negotiations begin and offer a unique and engaging way to educate key stakeholders on the AVN process.

Through the lens of a fictional, but highly realistic, consumer brand facing Amazon's 2026 AVN demands, you'll explore the same trade-offs, escalation risks, and internal dynamics your own organization may face in your next negotiation with Amazon.

What You'll Learn:

By completing the exercise, your team will be able to:

- Frame Amazon's role (growth driver, profit contributor, or both) and understand how that influences negotiation decisions
- Evaluate trade-offs between conceding and holding firm on Amazon's asks
- Analyze how internal leadership sentiment, resource constraints, and investor expectations shape AVN strategy
- Practice sequencing commitments while managing Amazon's punitive levers
- Align cross-functional stakeholders on a coherent AVN approach

Who It's For:

- Amazon leaders and account teams preparing for 2026 AVNs, particularly those newer to the

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

AVN process
- Executive leadership and cross-functional partners (e.g., finance, supply chain, marketing) who influence AVN strategy

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

over your rivals.

Join Today
Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.