

# Self-Guided Workshop: Build Your Amazon Competitive Edge

By Russ Dieringer // July 2, 2025 // Research, Workshop

**TL;DR:** We created a self-guided workshop you and your team can leverage to identify key areas of strength and potential gaps in your Amazon strategy and tactics. Once completed, incorporate your key priorities into your Amazon annual planning to sharpen your competitive edge.

Stratably's new self-guided strategic planning tool enables retail leaders to identify which levers and programs matter most on Amazon and where their biggest gaps reside, all within a repeatable process to support quarterly and annual planning.

The workshop is based on our Amazon Competitive Edge Framework that maps brand adoption and business impact developed from Stratably's primary research and industry benchmarking.

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