

Dealing with Disruptive Innovation

By Mildred Velazquez



The term “Disruptive Innovation” comes with a lot of baggage. The fact remains that people have many definitions for this concept. Clayton Christensen coined and introduced the theory in the 90s which explains why innovative technologies work, coupled with a business model, which then produces networking alliances to reach a prosperous common goal. Conflating the phrase does not help with the paradigm shift as the expression cannot fit into one pattern. The bottom line is that any company that is a disruptor contains unique elements which may or may not fall into the same category. For example, the precept of disruptive innovation is whether Amazon is considered a conglomerate giant that swallows stores (products and services) that can no longer compete due to price reduction.

Retail History

Amazon is not the only culprit concerning companies that cover a competitive market. Society today is changing the way we do business that includes megastores facilitating one-stop shopping which are technology-driven based on supply and demand. Amazon is headquartered in Seattle. Formed in 1994 by Jeff Bezos, the company started out as an online book store and paved the way to selling electronics such as household items, jewelry and most recently automotive parts — which notably has made an impressive headway within the last couple of years. Introducing the Amazon’s motto merits an inside look at what drives the company to excel.

To amass the dataset which best exemplifies what Amazon stands for lies in the mission statement: “Our vision is to be earth’s most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.” The key words for consumer satisfaction exists in the deliverables and Amazon hones their skills by focusing on this statement “...find and discover anything they might want to buy online” leading the all inclusive store to a lucrative future in sales.

Innovation and Technology-Driven

Innovative technology is the culprit to the success of commerce worth mentioning that have taken the spotlight, such as Apple, Walmart and Uber. While the advantages of envisioning a superstore has a lot of perks, the outcome is always to blame. Novelty and small stores are incapable of jumping the bandwagon due to the basic principles of disruptors. Industry leaders should follow the disruption theory if a trade wants to revamp their model approach by maintaining affordability for consumers and adding “**value**” that is accomplished through networking. The main point is to establish a stronghold when participants gravitate to bargain prices, which is a hook that never fails to reel in potential shoppers.

Displacement occurs when new and improved ideas replaces old ones, therefore providing a qualitative product concept with an edge. Specifically, using advantageous methods by offering goods and services at a lower cost or at a competitive price. No wonder Amazon swept away major competitors effortlessly. For example, their seamless service hit retail counterparts by storm. Their basic principles allowed them to climb up the ladder successfully. **Barnes & Noble** downsized for several reasons; however, the primary strain came from Amazon and Walmart, which sold books at an unprecedented number. The premise here is what you do with technology will break the boundaries for prosperous outcomes.

Brick and Mortar Stores

Brick and mortar stores exist as a timeless necessity. When Barnes & Noble closed some retail establishments to stay afloat, the opportunities to make its presence complete demonstrated that consumers are a top priority. This major conglomerate revamped their business model to continue selling their products in conjunction with a personalized coffee shop. Amazon did not completely give up the chance to open an office in New York City with a contingency plan for expansion in the future. On the other hand, **Walmart** is driven to the ultimate customer experience with top-notch service for all — “We save people money, so they can live better.” This hypermarket is driven to adapt to the changing times. Their timeline shows how they succeeded from its inception in 1962, online access in 2007, grand opening in China, Walmart Museum through the present.

What will the Future Hold?

Furthermore, the competitive market is fierce and it is not at all intended to layoff employees due to downsizing, restructuring the companies mission, vision, goals or addressing new technologies. The disruption theory is not aimed at following the model for success, but to recognize whether giant retailers like Amazon is succeeding as a disruptor and now shaking the **automotive parts industry**.

In the end, creativity, purpose-driven incentives and technological advancements are the common denominators of ongoing initiatives embracing what is yet to come.

Overall, looking beyond the scope of limitations enable leaders to stay ahead of the game and achieve breakthrough results.

