

## Amazon goes Down Under and expands Prime Now deliveries in Japan

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The US e-commerce giant announced today that it plans to spend millions of dollars investing in the new 'Amazon Australia Marketplace' and promised to create "thousands of new jobs" amid an economic

slowdown in the country. The company indicated its Australian business model will mirror those in North America and Europe. "We are optimistic that by focusing on the things we believe customers value most — low prices, vast selection and fast delivery — over time we'll earn the business of Australian customers."

Source: [CEP-Research](#)