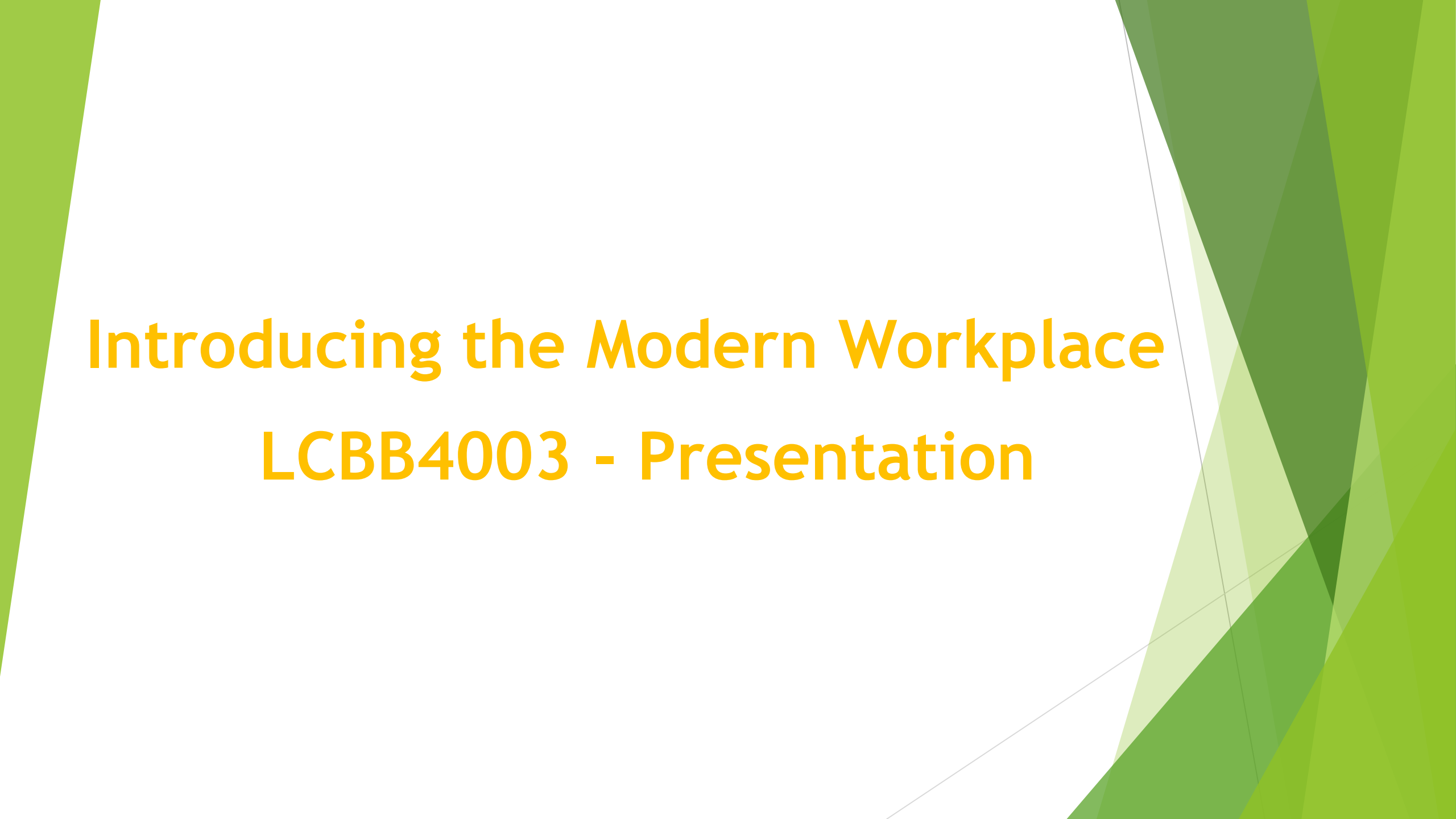


The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Introducing the Modern Workplace

LCBB4003 - Presentation

STUDENT NAME	STUDENT ID	TOPIC
Ana - Ilinca Hristodorescu	2026809	Introduction, conclusion, motivation for non-staff members
Bianca Petre	2029609	Differences between physical and online stores
Raluca Petre	2029612	Background, Moving onto physical store
Didina - Stefania Turai	2028048	Factors influencing group behavior
Marius Florin Jurcan	2029758	Tasks and skills for operational effectiveness

Introduction



- ▶ Amazon started operation in 1994 and is now one of the biggest online service providers in the world.
- ▶ Amazon is investing more in the UK that can be understood by seeing the UK high street price that is the first non-food physical shop in the UK.
- ▶ Organisational behaviour is the study of the organisation and different parts such as employees.
- ▶ This also discusses the relationship between the employees and the organisation.
- ▶ This is offering bestselling lines of books, games, toys and other homeware.

Background of Amazon and why Amazon has decide to move onto physical store

Brief history

- ▶ In 1994, Amazon was founded by Jeff Bezos as an online books marketplace.
- ▶ In 1998, Amazon extended to selling music and computer games and purchased online bookstore in Germany and the UK.
- ▶ In 2015, Amazon earned the title as the most valuable retailer in USA and surpassed Walmart
- ▶ In 2017, Amazon invested 13.4 billion dollars to acquire Whole Foods Market and initiated its journey as a physical retailer.
- ▶ The mission of Amazon is to provide consumers the lowest possible prices for the best selection available at the utmost convenience.
- ▶ The vision of Amazon is to become the most consumer-centric company of the Earth and build a place that offers people the scopes to find and discover everything online.

Sources: Amazon, (2021); Rubin, (2020); Gregory, (2021).

- ▶ **Mission of Amazon:** The mission of Amazon is to provide consumers the lowest possible prices for the best selection available at the utmost convenience.
- ▶ **Vision of Amazon:** The vision of Amazon is to become the most consumer-centric company of the Earth and build a place that offers people the scopes to find and discover everything online.
- ▶ **Aims of Amazon:** The aim of Amazon is to utilise their passion for invention, focus on consumer obsession, and commit to attain operational excellence and long-term thinking.
- ▶ **Objectives of Amazon:** The main objectives of Amazon is to attain long-term growth through becoming the most consumer-centric business in the Earth.
- ▶ **Purpose of Amazon:** The purpose of Amazon is to utilise their e-commerce services for meeting the needs of the customers and satisfy them. They focus on the convenience of the potential consumer base to access the best selected products in their e-commerce business. The scope of the selected Amazon products work as the strength of the company.
- ▶ **Current Status :** Amazon is currently the leading online retailer business in the large markets of the world outside of China. In 2021, Amazon gained the position of 360 in the top 1000 in Digital Commerce.
- ▶ **Services of Amazon:** The main services of Amazon include networking, servers, email, security, storage, mobile development and remote computing.

Sources: Gregory,(2021); McNulty,(2018).

Reasons of moving onto physical store

- ▶ **Unique Shopping Experience:** Amazon has extensive product range; Kindle, Fire Phones, TVs and own labelling. Their business strategy is more likely to be limited inventories for enhancing sales.
- ▶ **No Traditional Shop:** The idea for driving this decision are more pragmatic than fulfilling the experience of the buyers. 80% shoppers prefer physical purchase. So as a pure e-commerce, Amazon must understand the factors and fulfil the demands profitable
- ▶ **Diverse Delivery Options:** Amazon stores will gave products for display, upselling scopes, or for marketing purposes when buyers will come to collect the goods. This is a unique selling proposition
- ▶ **New Challenges:** The business proposition will need considerable costs for planning, developing, launching and managing the store network. This will be very hard to replicate within the physical stores.
- ▶ **Retail Implications:** Amazon highly carried off their previous innovations. Omnichannel experience of the High Street Retailers are being challenged by Amazon that creates significant pressure on the existing pure-plays like ASOS and Wiggle.

Sources: Daft, (2020); Rubin,(2020); McNulty,(2018).

Analyse the differences between Amazon's physical organisational structure and performance, and online organisational structure and performance

Criteria	Physical store	Online store	Physical store performance	Online store performance
Customer reach	Amazon is boosting its high street presence with the launching of its first non-food physical store in the UK. This physical shop offers its bestselling lines of books, toys, games and homeware and electronics items.	Amazon has been successful despite the threat from the pandemic. This has been possible with the rise of online sales.	Around 589 physical stores are operating by Amazon in a different place. Amazon is rapidly concerned with expansion into physical retail with launching the first non-food store in the UK.	The net service sales, which includes the organisation's fulfilment service for sellers on its marketplaces, hit \$51.027 billion, up 51.8% from the prior year's figure of \$33.611 billion.

Sources: Lopatovska et al., (2019); Herrera, et al., (2021).

Criteria	Physical store	Online store	Physical store performance	Online store performance
Product	Amazon Go, Amazon Grocery, Amazon Books, Amazon 4-star, Amazon Pop-Up	It sold all kind of products in its online marketplace. Including, home appliances, fashion items, cloths, accessories, electronics, jewellery, shoes, books, music, etc.,.	The physical stores in the UK become famous and they sell around 2000 of its most favorite and best-rated products. Amazon pays £492 million tax to the UK government as sales surge to £20.6 billion	Amazon register net sales of around \$108.518 billion. It is increased performance by 43.8% from \$75.452 billion compared with the previous year.
Organisational structure	Physical Store		Online	
	Organisation was lean, flat in the early stage of its journey, it into a hierarchical organisation.		The organisation include software development managers, project managers, marketers, vendor managers, site merchandiser, engineers, etc.	
Performance	Amazon totaled physical store sales of \$16.22 billion in fiscal 2020, down 5.6% year over year. Amazon's physical store sales are generated mainly by its Whole Foods unit.		The third quarter 2021 e-commerce estimate increased 6.6% from the third quarter of 2020 while total retail sales increased 13.1% in the same period. E-commerce sales in the third quarter of 2021 accounted for 13.0% of total sales.	

Sources: Keyes, (2020); Annual Report (2019) Amazon Inc.; The Census Bureau's [online]; Amazon [online].

Criteria	Physical store	Online store	Physical store performance	Online store performance
Price	Prices of goods at physical store are displayed on the goods. A physical store, Amazon uses a digital price tag, that ensures the prices are the same in-store and online. Nevertheless, Amazon already launched six grocery convenience stores in the UK with checkout-free technology	Customer gets more discounts, promotional prices, flash sales etc. However, customers could pay the delivery charges on the product prices. And the payment could be card, cash on delivery and MFS.	Compare to the online store, Amazon doing very well with its physical shop. the performance of physical stores is tremendous and growth is very satisfactory. Although, the online market is already positioned the top market share globally.	Amazon management also observes that the shipping cost is being increased over time which is a major challenge for them. Customers need to bear the cost which means there will be higher pressure on them

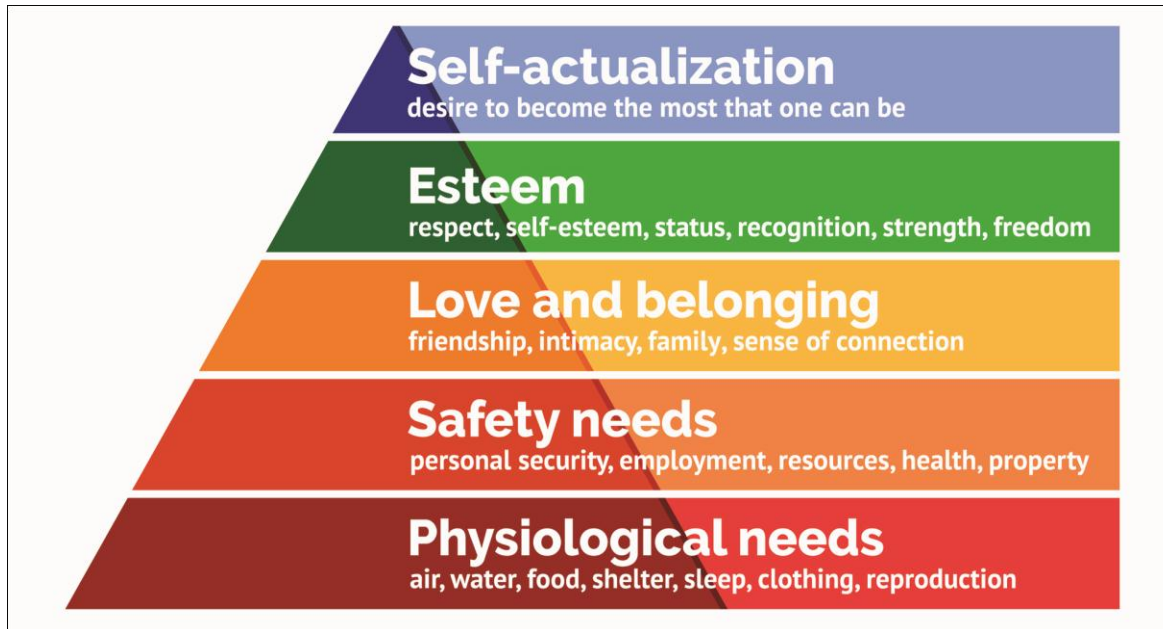
Sources: Simpson, (2021); Amazon, (2015).

Evaluate how management team of Amazon at Bluewater Amazon store can influence and motivate non-management staff members to improve their overall performance

Motivating factors	Demotivating factors
▶ Money, bonuses and benefits ▶ Challenging tasks ▶ Contract of employment ▶ Cultural differences ▶ Decent and respectful job ▶ Job security ▶ Education and training ▶ Progression and career development	▶ Long hours ▶ Desire to do other things apart from work ▶ Incompetent colleagues ▶ Colleagues mistakes ▶ Team size and efficiency ▶ Good safety program ▶ No sponsorship for visas

Source: Indeed reviews for Amazon Bluewater store

Maslow's Need Hierarchy Model at Amazon Bluewater Store



- ▶ According to Maslow, human behavior is goal-directed.
- ▶ Motivation causes the goal-directed behavior.
- ▶ Human behavior is driven by the need that represents the behavior.
- ▶ Managers should be able to understand the needs of the employees.

Source: Maslow, (2019)

8 ways to motivate staff

- ▶ Belonging - being valued
- ▶ Heroes - change attitudes and lifestyles
- ▶ Sense of accomplishment - recognition
- ▶ Fun and excitement - engaging
- ▶ Curiosity and creativity - active learners
- ▶ Spirit of adventure - healthy atmosphere
- ▶ Leadership and responsibility - empowering
- ▶ Confidence to take actions - set goals

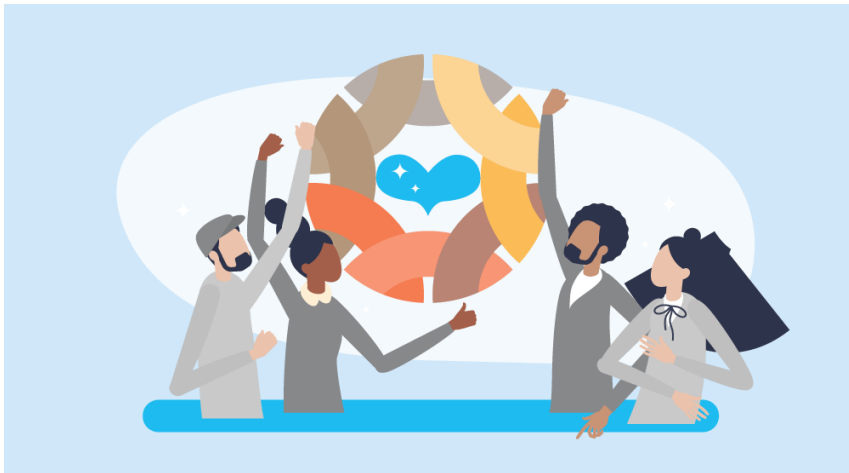


Sources: Principal, (2005)

An analysis of internal and external factors influencing individual and group behavior and performance of the management team of Amazon at Bluewater Amazon store

Internal factors

- ▶ **The policy of management** -The policy of Amazon is a major issue that helps to make sure the employees and groups working at Amazon Bluewater stores work well .
- ▶ **Acknowledge their contribution and organisational culture-**: These are essential that help to keep the employees focused on the future of Amazon.



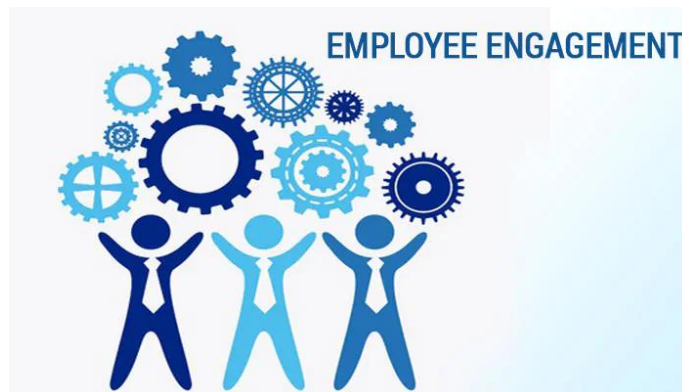


- ▶ **Reward policy**-Employees working for Amazon at Bluewater also expect the business will help them to lead a good life .
- ▶ **Goals and objectives of Amazon**-Amazon is moving towards the physical stores and they are doing well.
- ▶ **Commitment of employees**-Employees commitment towards managing the Amazon operation is the major issue that help them growing at the current market.





- ▶ **View of the management to manage internal system-:** Amazon management team at Bluewater can more focus on engaging the customers and making the process customer friendly
- ▶ **The policy of management towards managing employees-:** Recruit the employees who better understand the customers and support them well.
- ▶ **Leadership style-**This is also a major internal factor that helps amazon to become successful in the global market..
- ▶ **Employee engagement-:** This is a vital one that helps to motivate the non-management staff as well.



External factors

- ▶ **Understand local demand level**-This is essential to become successful at Bluewater by Amazon.
- ▶ **Economic factors**-With the change of time the local economic situation may change.
- ▶ **Changing technology**



- ▶ **Competitive market situation**-Amazon at Kent need to compete with the local service provider.
- ▶ **Changing pattern of the market**-Customers not only want to have products online but also from other stores.
- ▶ **The rising level of cost**-Amazon management also observes that the shipping cost is being increased over time which is a major challenge for them.
- ▶ **Market trend**-Trend analysis help Amazon management able to focus on the current market.



Conclusion

- ▶ In conclusion, opening a physical store is a good move for Amazon as they can be closer to the customers.
- ▶ Amazon should have a good management team at the Bluewater store to be able to deliver the best experience for the in-store shopping customers.
- ▶ Management should focus on staff's needs as well to create a good atmosphere at work and staff to be able to deliver good services.
- ▶ Amazon could change the existing process and focus on the changing business environment and bring innovation to the operation.



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