

INTRODUCING THE MODERN WORKPLACE

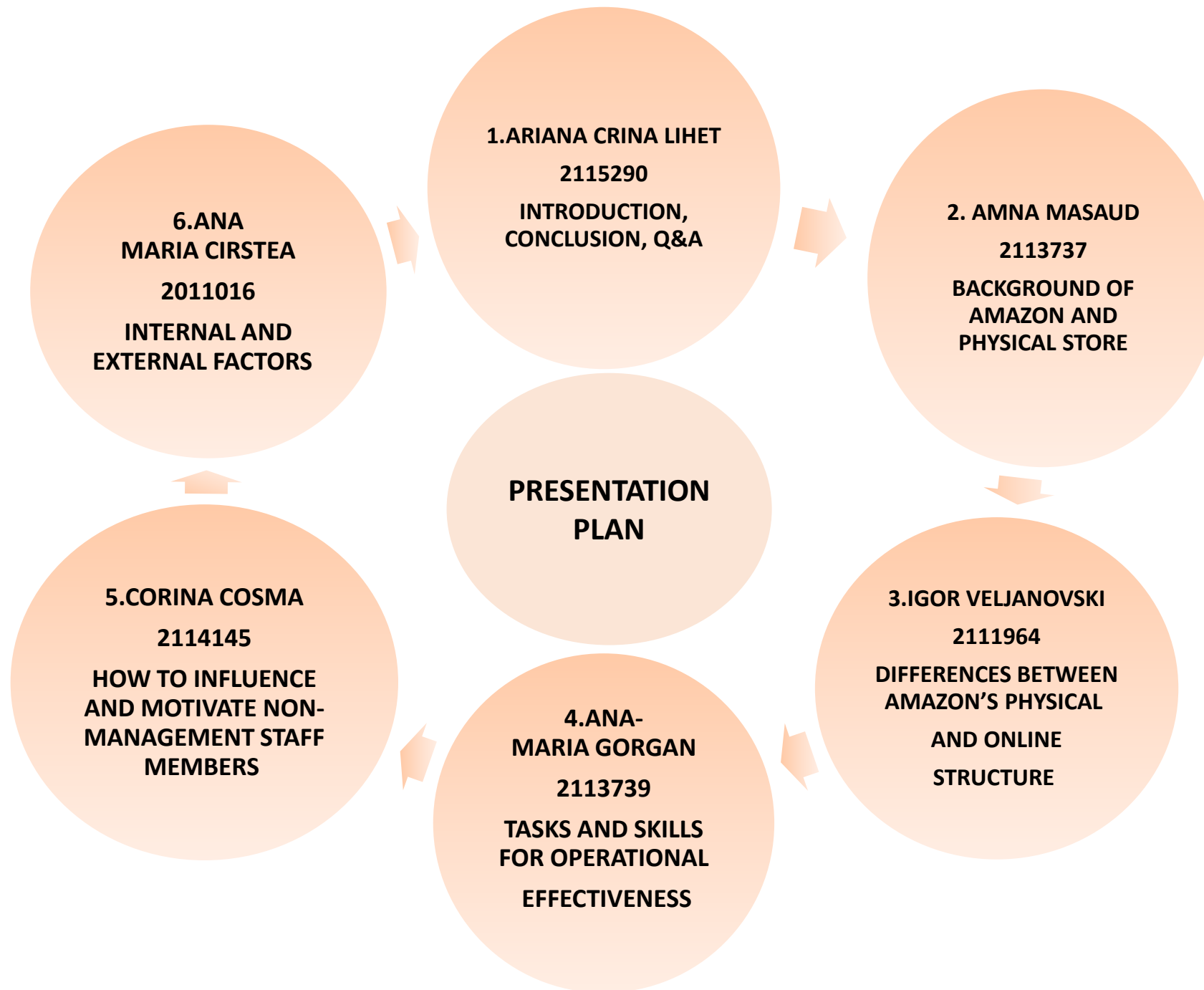
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Figure: Amazon 4-star store (McLellan, 2021)

AMAZON'S ORGANISATIONAL BEHAVIOUR & PERFORMANCE

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INTRODUCTION

In this presentation, as a team, we will make an analysis of Amazon's overall performance. We will talk about Amazon's background and the reason why we decided to move onto physical store as well as Amazon's both physical and online organisational structure and performance.

Furthermore, we will go into detail and discuss different tasks and skills the team of Amazon can use to bring effectiveness and how can management team motivate non-management team.

Lastly, we will make an analysis of internal and external factors and how it influences us.

Welcome



AIM

Being Earth's most customer centric company

1. BACKGROUND OF AMAZON AND WHY AMAZON HAS DECIDED TO MOVE ONTO PHYSICAL STORE?

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OBJECTIVES

- To build a sustainable business for employees, customers, and communities
- **PHILANTHROPIC** :ensuring employees, workers, and communities are treated with dignity and respect
- building long-term, innovative programs that have a lasting, positive impact.

PURPOSE

- Prioritizing pay equity
- Fighting hunger
- Creating job opportunities and encouraging high pay rate

MISSION

- Rising customers' experience
- Empowering businesses and content creators to maximize their success
- Desire to maintain commitment to operational excellence
- Focus on long-term thinking
- Offering the lowest prices and the best available options

VISION

- Being the most safety-centric organization in the world
- Helping customers to find , discover and buy **ANYTHING**

BACKGROUND OF AMAZON IN UK

- 1998: Launching of Amazon.co.uk
- Head office in London
- Invested £23bn in UK's economy since 2010
- 240,000 people employed
- 3 developing centers for innovation and invention : Cambridge, Edinburgh, London



Figure: Amazon's Aim (Customer-centricity, 2017)

Source: Amazon (2021); Mullins (2019) ; Mueller (2017)

1. BACKGROUND OF AMAZON AND WHY AMAZON HAS DECIDED TO MOVE ONTO PHYSICAL STORE?

THE CURENT STATUS OF AMAZON

CULTURE

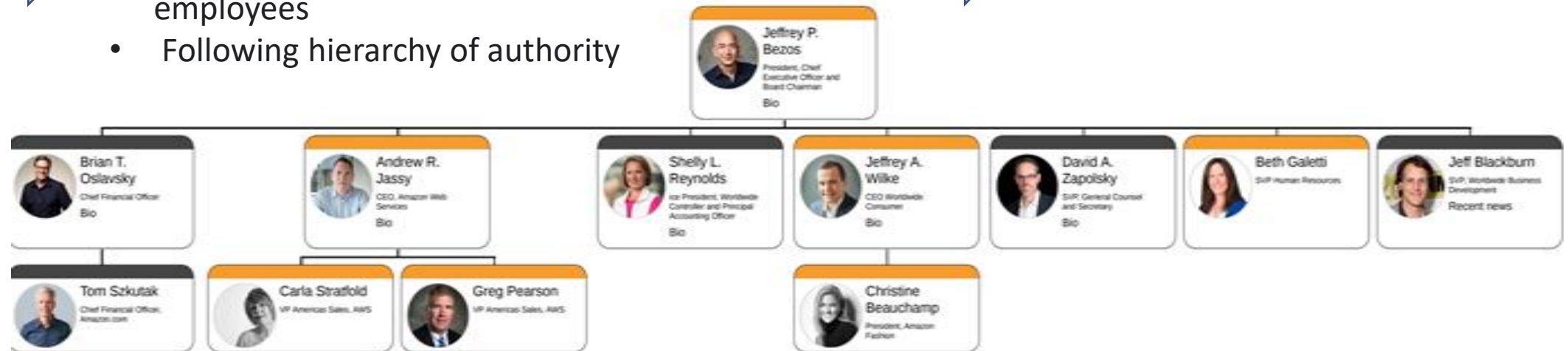
- Seeking to include employees' perspectives in the solutions for the global customer base
- Equal opportunity
- Diversity and Inclusion
- Employee communication

BEHAVIOUR

- Working towards the same purpose
- Coordinated effort
- Spreading the labour between employees
- Following hierarchy of authority

STRUCTURE

- Hierarchical
- Dynamic, subject to certain changes
- Advisory board is taking the decisions



Source: Amazon (2021) ; ledunote (2021)

Figure: Amazon's Structure(Organimi, 2021)

1. BACKGROUND OF AMAZON AND WHY AMAZON HAS DECIDED TO MOVE ONTO PHYSICAL STORE?

Amazon 4-Star Store Bluewater REASONS OF MOVING TO PHYSICAL STORE

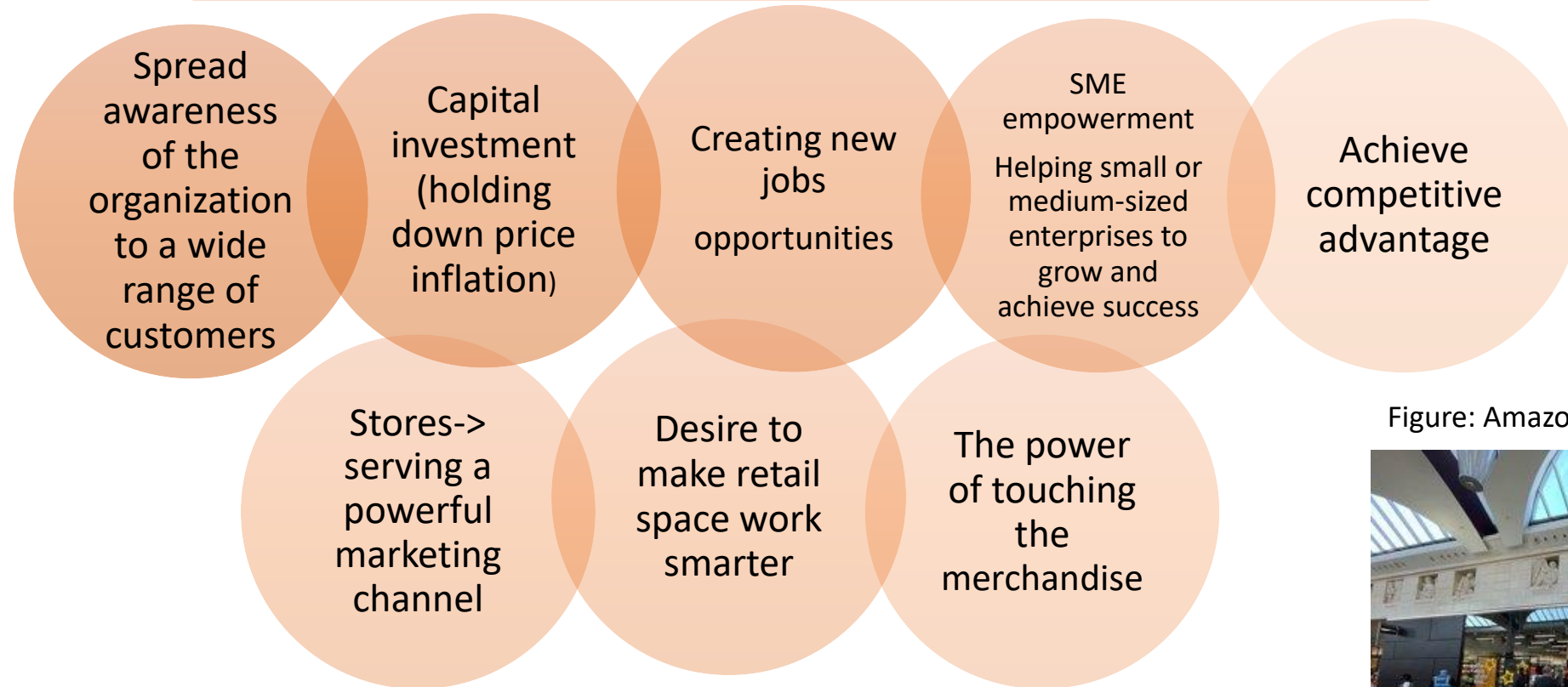


Figure: Amazon 4-star(The Mirror, 2021)



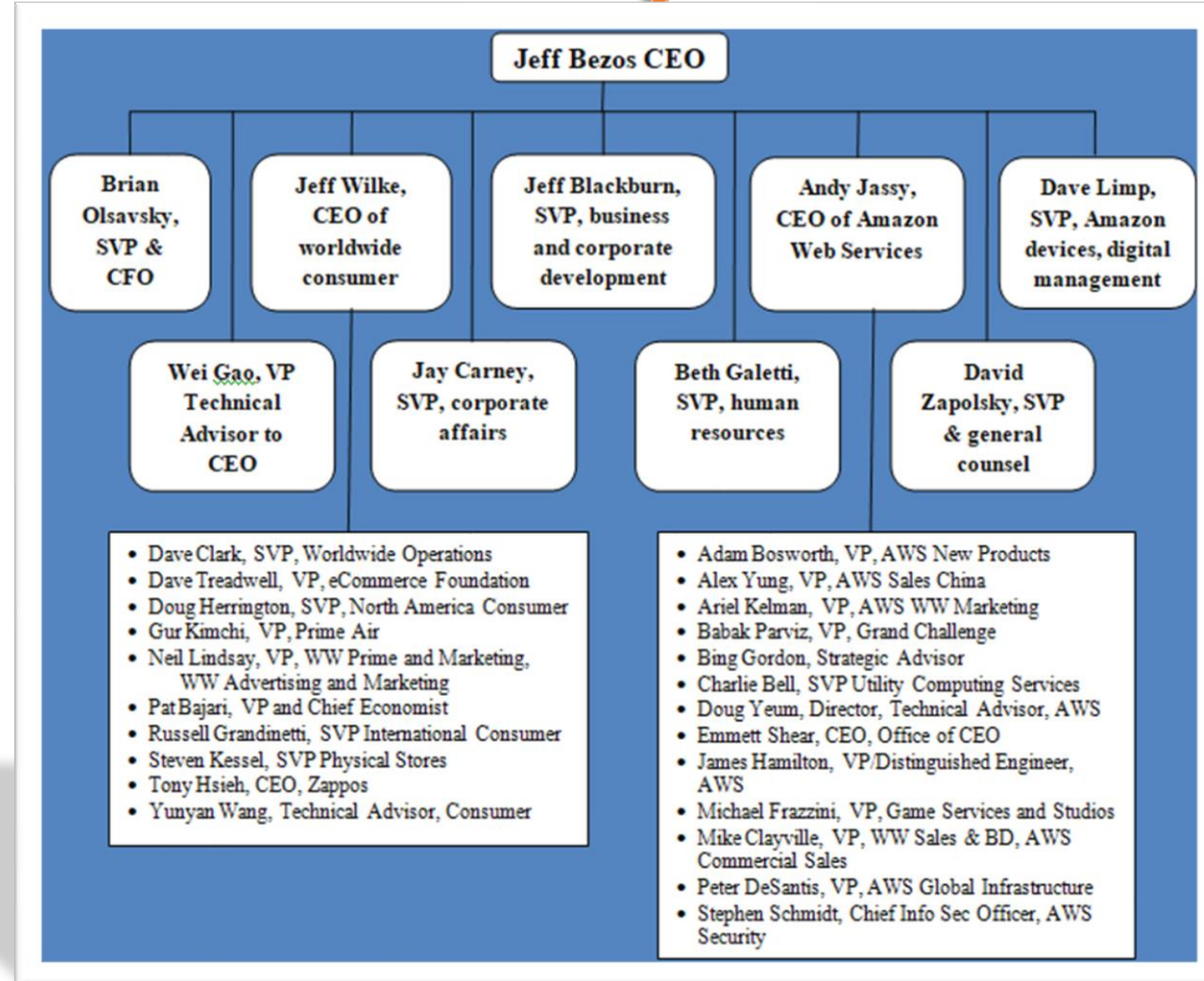
Source: Amazon(2021)



2. ANALYSE THE DIFFERENCES BETWEEN AMAZON'S PHYSICAL ORGANISATIONAL STRUCTURE & PERFORMANCE, AND ONLINE ORGANISATIONAL STRUCTURE AND PERFORMANCE

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- Customers can get both the facilities to shop by choosing the product directly from the shop and via online.
- Amazon has successfully run its business online and offline. Customers can choose a product by touching it or save their time through online shopping.
- Amazon has adopted foremost initiatives to meet the wide-ranging needs of its customers that gave yield to the augmented profits.
- Both the online and offline business of Amazon has been supported by managing good relationships with customers and using advanced information technology.
- Business of Amazon is a marketplace for all sizes. It offers millions of products or services from hundreds of sources to millions of people around the world



Source: Amazon (2021) ; Xu (2019)



Figure: Amazon's structure (Dudovskiy, 2020)

2. ANALYSE THE DIFFERENCES BETWEEN AMAZON'S PHYSICAL ORGANISATIONAL STRUCTURE & PERFORMANCE, AND ONLINE ORGANISATIONAL STRUCTURE AND PERFORMANCE

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PHYSICAL ORGANIZATION	ONLINE ORGANIZATION
- Physical stores continue to excel at several points and provide the facility to touch the product. - Amazon has several physical retail store as 89 stores, or 589 stores as well as supermarket chain Whole Foods - Experienced staff and suitable location is the focus of Amazon when designing the store for the business of Amazon. - Examples of physical stores of Amazon are - Amazon 4-star, Amazon Books, Amazon Go where there are chances to test-drive devices, explore smart products, browse books, toys, & games, or find delicious food	- Online business is a point to order products by knowing the price, design, facilities, and configuration online. - At Amazon.com people can enjoy low prices and great deals on the selection of everyday essentials and other products. There are products including beauty, fashion, lifestyle, home, food, and others - Online business of Amazon save all the money which can be saved on rent and other expenses, invest it in creating a good digital marketing strategy. - Online shopping by the website makes people happy and satisfied. Amazon has a good reputation in online business.



Source: Amazon(2021); Xu(2019); Raju & Prakash(2020)

ONLINE VERSUS PHYSICAL BUSINESS OF AMAZON

Physical stores allow the customers of Amazon to choose products by touching them and maintaining a good relationship with the organization. Amazon maintains the business structure with a range of expert human resources.

They help customers to make a decision as Amazon has well-trained salespeople who can sort through the fluff.

The key advantages of having an online business are that the business can break the physical barriers.

The business doesn't have the need to maintain a physical shop and customers can save their time through Amazon.com.

For example: Amazon Prime is a program to get membership available on Amazon which offers entertainment and household facilities such as Prime Music, Prime Video, Amazon Fresh, and Prime Now for purchasing products.

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3.DISCUSS DIFFERENT TASKS THAT MANAGEMENT TEAM OF AMAZON AT BLUEWATER AMAZON STORE CAN APPLY TO BRING OPERATIONAL EFFECTIVENESS

According to Amazon (2021), official website and Armstrong (2012) the tasks are classifying by:

Criteria	Tasks	Discuss operational effectiveness
1. Planning	• Identify the vision, goals and strategy needed. • Manage and assign daily task. • Create and communicate weekly schedule. • Risk-taking decision.	<i>“Bias for Action.”</i> Good Planning is the start for goal achievement
2. Organising	• Create and maintain a balance between the team and allocated tasks. • Provide flexibility into the system so changes can quickly adapt to new unexpected situations. • Set up group and project.	<i>“Customer Obsession.”</i> Organised friendly store can bring customer and employees loyalty.
3. Leading	• Engage, respond to feedback from employees and customers and give regular feedback to team members. • Support career progress and lead by example.	<i>“Learn to be Curious”</i> Leading by example and support career growth will motivate the team.
4. Staffing	• Hiring and welcoming on board new members. • Provide guidance and ongoing training to high standards. • Promoting and develop employee growth.	<i>“Hire and Develop the Best”</i> Having best trained and developed employees brings skilled staff.
5. Controlling	• Managing and Controlling KPI. • Analyse the staff performance and improvements. • Identify areas of improvements. • Monitoring metrics and convey performance for daily business review.	<i>“Deliver Results”</i> Evaluating and analysing the performance can make space for improvements where necessary.

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**3.DISCUSS DIFFERENT TASKS THAT MANAGEMENT TEAM OF AMAZON AT BLUEWATER
AMAZON STORE CAN APPLY TO BRING OPERATIONAL EFFECTIVENESS**

Criteria	Skills	Discuss operational effectiveness
1. Human Relationship Skills	• Teamwork; • Empathy and caring; • Patience and motivating; • Decision-making; • Effectiveness communication and cognitive response;	<i>“ Earn Trust”</i> <i>“ Strive to be Earth’s Best Employer”</i> <i>“Have a backbone; Disagree and commit”</i> Having a strong relationship with stakeholders will build loyalty .
2. Conceptual Skills	• Leadership; • Creativity; • Capability to resolve issues and problems; • Aptness to analyse ; • Fairness and equality;	<i>“ Think Big”</i> <i>“Are Right, A Lot”</i> <i>“Invent and Simplify”</i> Transform <i>“ it’s your job!”</i> into <i>“ it’s our job”</i> perspective, add creativity , ability to analyse and resolve occurred problems .
3. Technical Skills	• IT Skills(Microsoft office, social Media etc.) and graphic design; • Finance and accounting; • Multi-tasking; • Market research and examine;	<i>“Frugality”</i> <i>“Dive Deep”</i> Working productively, multi-tasking and have the power of knowledge.

Source: Amazon (2021); Mullins (2016); Phibbs (2021); Indeed (2021)



Figure: Amazon 4-star
(The Mirror, 2021)

4.EVALUATE HOW MANAGEMENT TEAM OF AMAZON AT BLUEWATER
AMAZON STORE CAN INFLUENCE AND MOTIVATE NON-MANAGEMENT
STAFF MEMBERS TO IMPROVE THEIR OVERALL PERFORMANCE

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Communication and work environment

Foster open communication

- First of all, the management team of “Amazon” needs to create open communication with their staff because by creating open communication, they will understand their interest and wishes that are highly impacted during providing motivation

Source: Carrol, et al (2014)

Create an Agile work environment

- The management team of “Amazon” also needs to create an agile work environment as it is also very useful for the staff to get motivation from the working place

Source: Collis ,et al (2013)





Figure: Inside
Amazon 4-star shop
(Armstrong, 2021)

4.EVALUATE HOW MANAGEMENT TEAM OF AMAZON AT BLUEWATER AMAZON STORE CAN INFLUENCE AND MOTIVATE NON- MANAGEMENT STAFF MEMBERS TO IMPROVE THEIR OVERALL PERFORMANCE

Friendship and new opportunities

Encourage workplace friendship

- The management team of at “Bluewater Amazon store” also needs to encourage their staff with friendly behaviour as it is highly motivated the staff to show their best performance in the workplace or improve their performance accordingly

Source: Carrol, et al (2014)

Create new opportunities

- Finally, the team member of Amazon at “Bluewater Amazon store” also needs to create new and supportive opportunities for their staff because when they get different opportunities, their expectation will increase and try to improve actions for career development

Source: Boiral, et al (2014)



Because Amazon's represents one of the biggest retailers in the world ,
there are many factors that can have an impact on the organization itself ,but as well on employees.

In order to achieve performance, there should be a balance between internal and external factors :

- **INTERNAL** -> affects directly
organisation's growth or decline
->in order to have a positive
impact on the organization, should be
strong and based on healthy principles
- **EXTERNAL** -> affects indirectly
->trade and earning laws or
tax policies might affect company's
operation

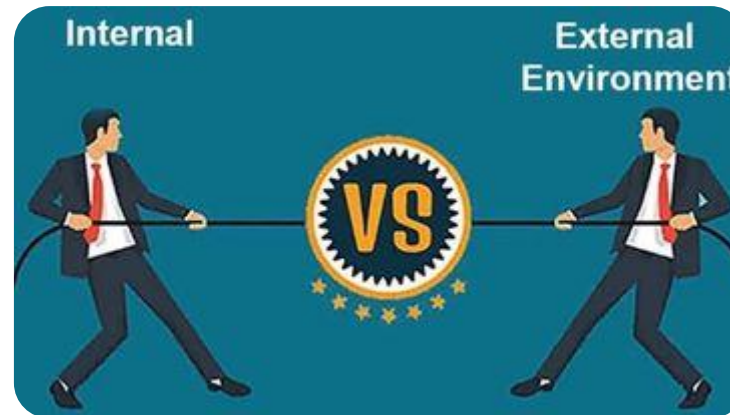


Figure: Internal vs external factors
(Askanydifference, 2021)

- Environmental factors play a crucial role
- Amazon's culture has a significant role in influencing employees' behaviour.
- The organisational culture has a substantial impact on each employee by pushing them to develop new and innovative ideas and go beyond the standard limits







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*Thank
You*

CONCLUSION

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In conclusion, based on all the information that was given in the previous slides, we believe that Amazon's overall performance since it opened has done nothing but improve and bring effectiveness into the store.

This not only helped Amazon itself to grow bigger, but it also gave the customer the chance to have the best experience both in store and online.

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QUESTIONS AND ANSWERS

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A

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