

Univeristy of Wales Trinity Saint David
Knowledge and Information skills for the workplace
(BMSW5106_LON)

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Amazon

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Draft 300 to 500 words

Amazon is a multinational conglomerate that focuses on e-commerce, cloud computing and artificial intelligence. KM is a tool used by many companies to analyse and understand the global market and their current and past situation, through collecting data and focus analysis of the database, to help the management for future strategies to adapt. Amazon through feedback, collection data and interface has one the best KM in the global demand that helps their customers to find the right product always with an efficient service. Amazon uses management information systems that help the management to lead the company in the right way for the future, with a focused analysis on what is happening around the company. The strategies to apply in the company are of fundamental importance for the future of the company, for the loyalty of the consumer and for the happiness of employees that combined will bring to the company success and prosperity. For this reason, Amazon has planned their strategy differently from their opposition, in fact in a tragic moment for the planet with the pandemic of Covid-19 going on and most of the economy was stopped with tragic consequences for many companies that fail with many jobs lost, Amazon has increased their profit providing their customer with an efficient service during the lockdown with many efficient services. Amazon has opened a new warehouse bringing new jobs to many people around the world for providing efficient quality and service to all their customers around the world, so the idea of the management to give always priority to customers and their request has given to Amazon their popularity. Future challenges will be soon in front of the company because people are always looking for more, even if Amazon provide the best customer service and the faster delivery service around the world, soon competitors and situations will bring the company to evaluate new strategies for do not stay behind and lose their customers.