

Amazon presentation

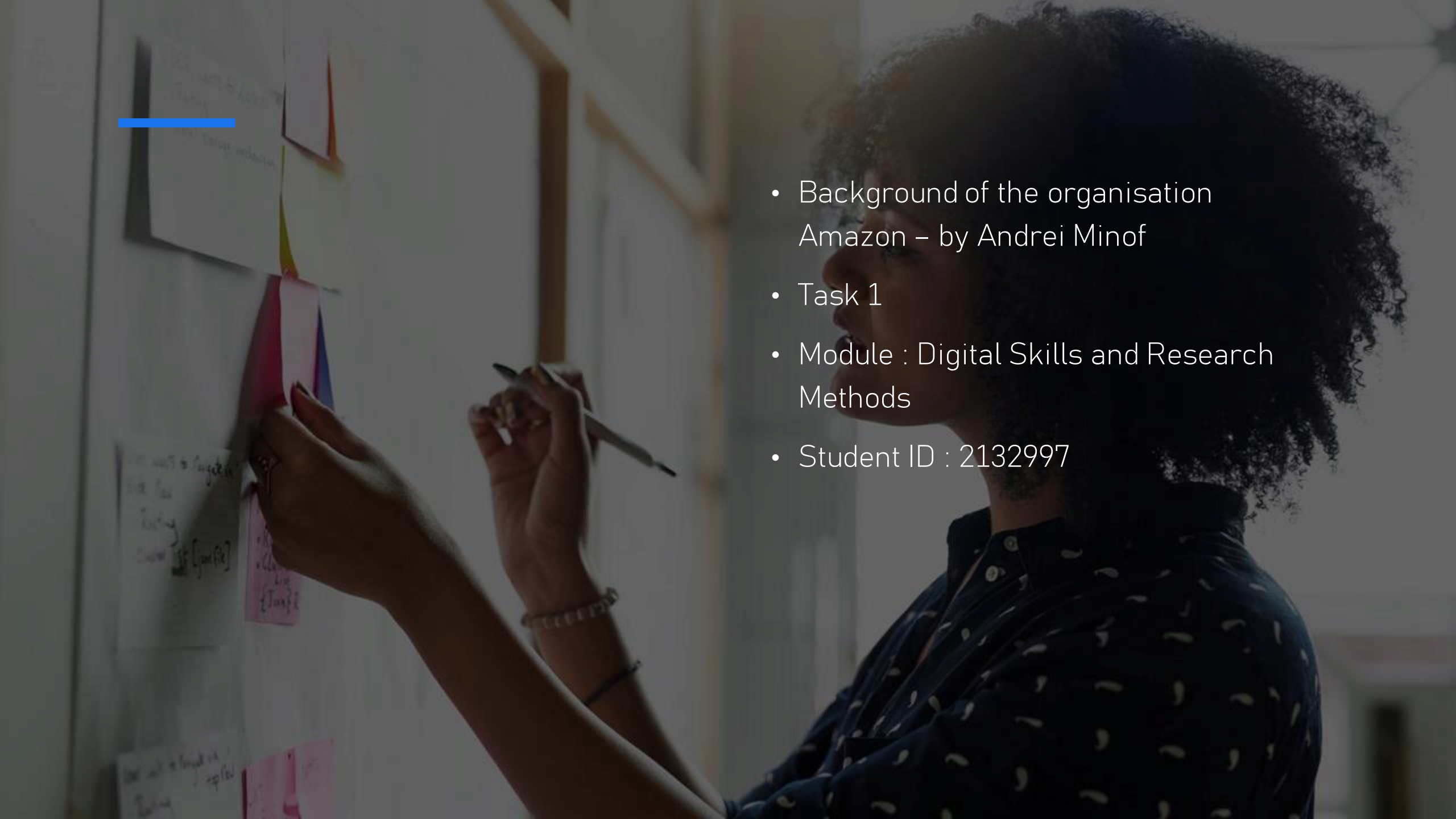
- *Background of the organisation by Andrei Minof 2132997*
- *The challenges before the introduction of modern technology by Oana Pop 2132996*
 - *Insights to the modern technology introduced by Adrian Turcanu 2133259*
 - *The impact of the technology introduced by Victor Tirpan 2130560*
- *Lessons that can be drawn from the case study by Mariana Mircea 2133000*

Programme: CertHE Skills for the Workplace

Module: Digital Skills and Research Methods

Module code: BMSW4003

Assignment Title: DSR Assessment 1 Group Presentation

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- A person with curly hair, wearing a dark patterned shirt, is standing in front of a whiteboard. They are holding a pen and writing on a sticky note. The whiteboard has several other sticky notes attached to it, some with handwritten text. The background is slightly blurred, showing a room with a window.
- Background of the organisation
Amazon – by Andrei Minof
 - Task 1
 - Module : Digital Skills and Research
Methods
 - Student ID : 2132997

A large, modern Amazon warehouse building at night. The building is illuminated by streetlights and has a large 'amazon' logo on its upper facade. The sky is dark, and the building's interior lights are visible through the windows.

Introduction

- The purpose of this presentation is to present the background of the organization Amazon
- Discussing the expansion of Amazon
- Overview of the Board of the directors
- The next presentation will be about the challenges before the introduction of modern technology .

What is the background of Amazon company ?

Amazon was founded by Jeff Bezos from his garage in Bellevue , Washington , on July 5 , 1994.

In 2002 , it launched Amazon Web Services (AWS) , which provided data on website popularity .

In 2006 , it grew its AWS portfolio when Elastic Compute Cloud (EC2) , which rented computer processing power.

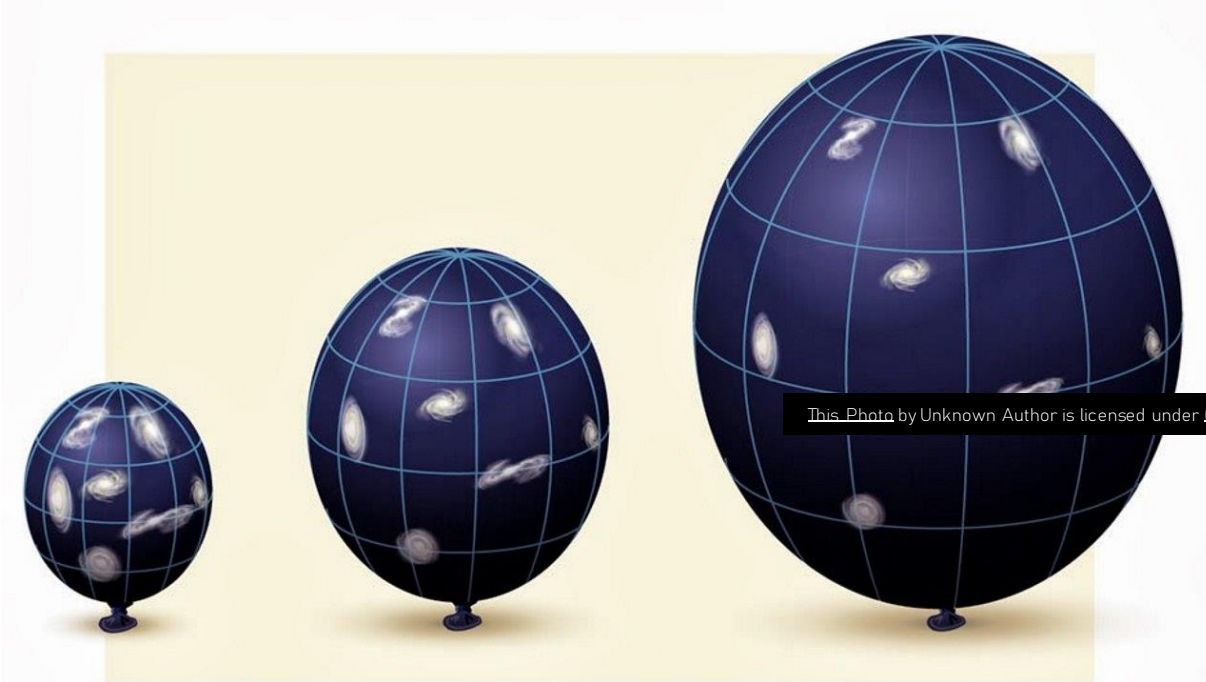
In 2012 , bought Kiva Systems to automate its inventory management business . It purchased the Whole Foods Market supermarket chain in 2017

On February 2 , 2021 , Amazon announced that Jeff Bezos would step down as CEO to become executive chair of Amazon'.

In 2015, Amazon surpassed Walmart as the world's most valuable retailer.



The expansion of Amazon.com



This Photo by Unknown Author is licensed under [CC BY](#)

- On July 16, 1995, Amazon officially opens for business as an online bookseller
- Amazon eventually morphed into an e-commerce colossus, selling everything from groceries to furniture to live ladybugs
- Additionally, Amazon has acquired a number of companies, including Zappos and Whole Foods
- . Two decades after its founding and with Bezos still at the helm, Amazon's market value was \$250 billion
- In 2017, Bezos was named the richest man in the world.
- Bezos stepped down as CEO of Amazon to focus on his aerospace company Blue Origin
- In recent years, the company has come under intense scrutiny for poor working conditions and exploitive practices at its fulfillment centers and warehouses.

A modern office interior with large windows and people sitting in blue armchairs. The scene is dimly lit, with the primary light source being the natural light from the windows. Several people are seated in blue armchairs, some facing each other in conversation. The office has a clean, minimalist aesthetic with large glass panels and a polished floor.

Board of directors

Jeff Bezos , executive
chairman , Amazon.com ,
Inc.

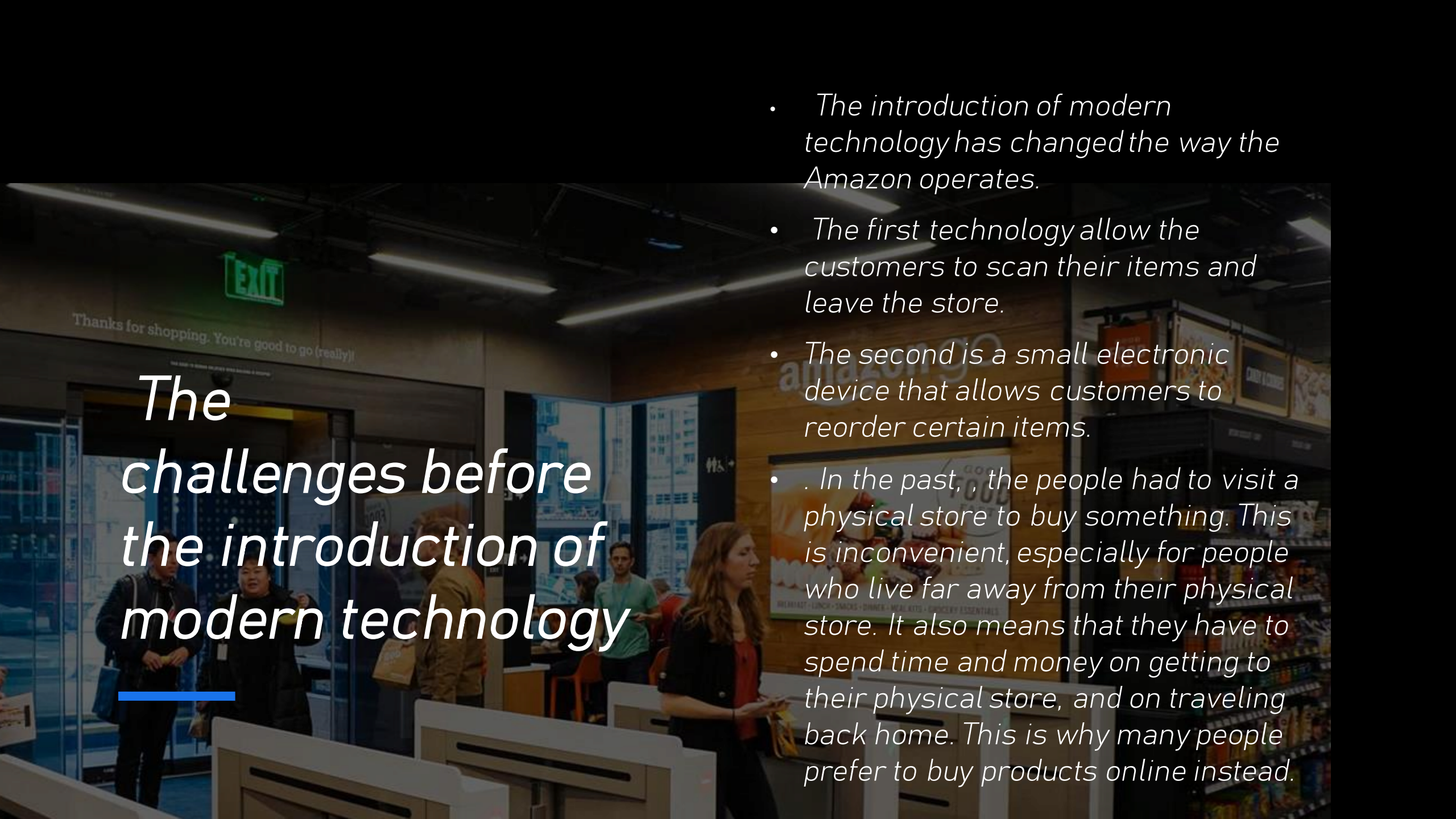
Andy Jassy , president
and CEO , Amazon.com ,
Inc.

Keith B Alexander , CEO
of IronNet Cybersecurity
, former NSA director

Edith W. Cooper, co-
founder of Medley and
former Evp of Goldman
Sachs

Jamie Gorelick , partner
, Wilmer Cutler Pickering
Hale and Dorr

Daniel P. Huttenlocher ,
dean of the Schwarzman
College of Computing ,
Massachusetts Institute
of Technology

A photograph of the interior of an Amazon Go store. The scene shows a modern, brightly lit retail space with wooden walls and blue accents. In the foreground, a woman with long brown hair is walking towards the right. In the background, other customers are visible, some standing near a counter and others walking. A green 'EXIT' sign is mounted on the wall above a glass door. A sign above the door reads 'Thanks for shopping. You're good to go (really)!'.

The challenges before the introduction of modern technology

- *The introduction of modern technology has changed the way the Amazon operates.*
- *The first technology allow the customers to scan their items and leave the store.*
- *The second is a small electronic device that allows customers to reorder certain items.*
- *. In the past, , the people had to visit a physical store to buy something. This is inconvenient, especially for people who live far away from their physical store. It also means that they have to spend time and money on getting to their physical store, and on traveling back home. This is why many people prefer to buy products online instead.*

- *In the past, Amazon was primarily a retail company. It sold products to consumers and used its profits to fund its ambitious expansion plans. Today, however, Amazon is a technology company.*



- *Amazon has evolved from a small online bookstore to a massive online retailer.*
- *The company is now one of the world's most innovative companies.*
- *In its early years, the company faced enormous cultural challenges as it attempted to evolve from a traditional retail business model to a new model driven by technology.*

amazon

ALTERNATIVES FOR SELLERS

- *The introduction of modern technology has revolutionized the way the world interacts with one another. It has allowed us to communicate faster and farther than ever before and has fundamentally changed the way we do business. However, the introduction of modern technology has also brought with it challenges, such as increased security concerns and potential ethical issues. This has challenged the way Amazon operates, forcing the company to adjust its current business model in order to remain competitive and secure its customers' information.*



- *Since 1997, there has been a 18,650% increase in global internet usage and an 18,233% increase in online sales.*
- *Amazon's stock price has risen in equal measure, from \$18 in 1997 to around \$948 at the time of writing — a 5,166% increase*
<https://www.bigcommerce.com/blog/amazon-timeline-infographic/#ecommerce-amazon-facts-and-stats>

- *Amazon's culture of listening to customers, instead of competitors has enabled it to get ahead of the market as it is able to think for itself.*
- *"Many companies," Bezos once said, "describe themselves as customer-focused, but few walk the walk."*



- *Jeff Bezos decided that he would sell books online, setting up Amazon.com and laying the foundations for a tech giant that would turn into a 'you can get anything here' store for the whole world, also becoming the third-most valuable company in America.*

Insights to the modern technology introduced

- In the past, the people had to depend on the company to deliver it to them. If the company did not deliver the product, the customer had little recourse.
- Today, the online shopping experience has changed for the better.
- Amazon is an online retailer that delivers products to customers in their homes in just a few hours.



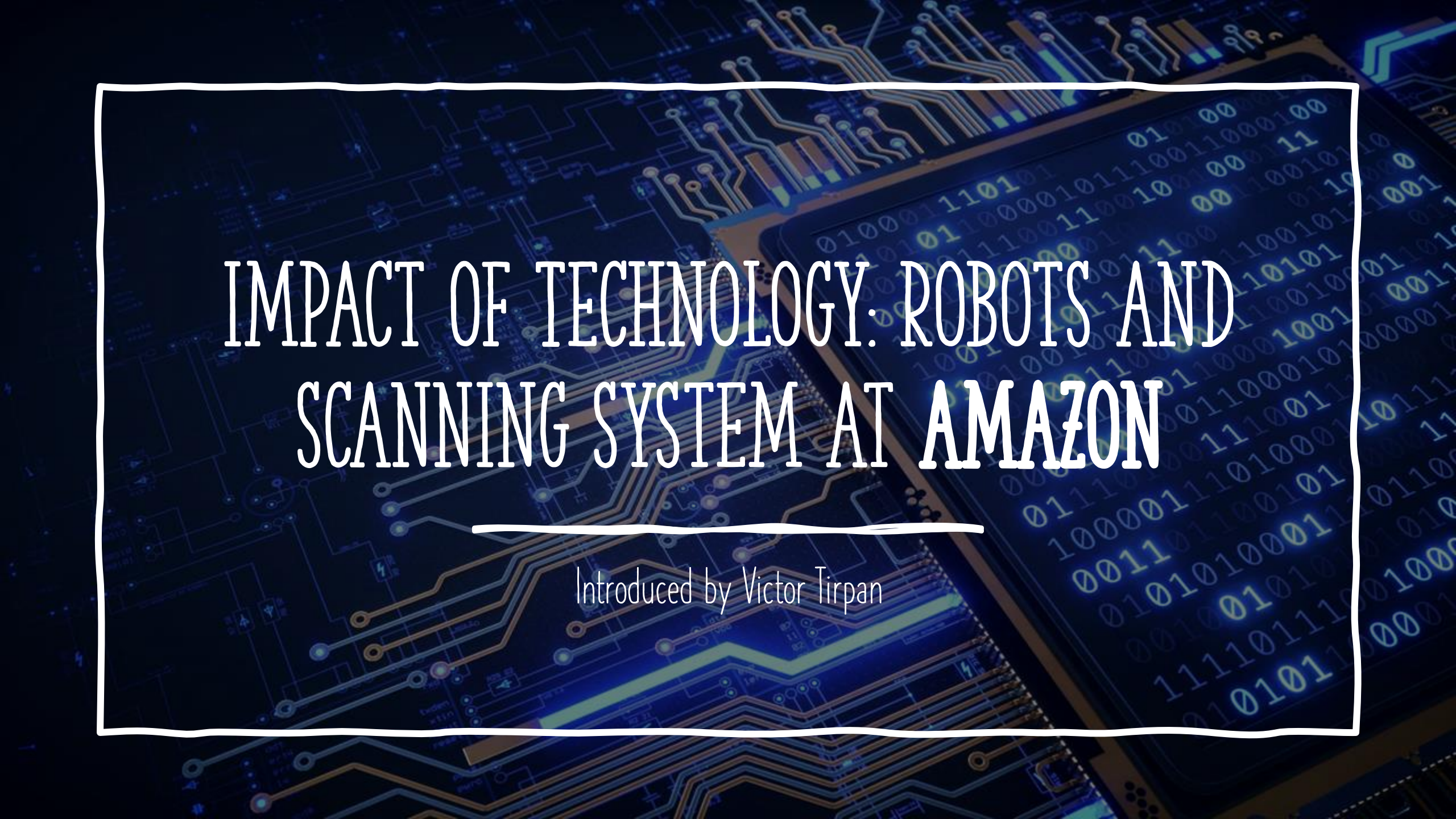


- Amazon has created more jobs in the past decade than any U.S. company.
- They have invested more than \$530 billion in the U.S. over the last decade.
- Amazon's investments have supported nearly 1.6 million indirect jobs in fields like construction and hospitality.



- *During the 21st century, Amazon has led the way on many technological fronts, from cloud computing to e-readers, online grocery shopping, video streaming, and gaming.*
- *Most are, ways to receive, consume, and store information, entertainment, and products that are sold by Amazon.*



The background of the slide is a dark blue image featuring a complex circuit board with gold and silver traces. Overlaid on the circuit are glowing green and yellow binary digits (0s and 1s) in a digital font, creating a high-tech, futuristic aesthetic.

IMPACT OF TECHNOLOGY: ROBOTS AND SCANNING SYSTEM AT AMAZON

Introduced by Victor Tirpan

Amazon employees work with technology that is used to improve processes and assist them in their daily role.

This technology includes:

- random stow and pick;
- box sizing algorithms;
- software that determines the shortest and most efficient walking route;
- the SLAM process (Scan, Label, Apply, Manifest);
- speeding up the packing process;
- ensuring accurate deliveries.

More than 50 skilled engineers and IT professionals are supporting the technology, looking at how to make them better in the future.

Robots help speed order processing time and reduce walking by employees. Also they save space, 50% more items are stowed per square foot and items get to customers quicker.

The Amazon is innovating and increasing speed of delivery, enabling greater selection at lower costs.





Amazon is using over 200,000 Kiva robots in locations across the world. Because of this, there is no need for transportation of goods and a new system has been introduced, that comprises five essential pieces of equipment:

- mobile shelving units called ‘pods’;
- a grid of QR codes, known as ‘fiducials’, on the floor of the robotic field;
- a workstation fitted with scales, lasers, sensors, cameras, and touch screens;
- robotic drive units equipped with movement sensors that can lift the pods and carry them to the workstation;
- a software programme that directs and coordinates the movement of the robots so that hundreds can be in operation simultaneously and without collision.

Reference

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<https://financesonline.com/amazon-trends>

Lessons that can be drawn from the case study.

- **Know Your Customers**

- Amazon is phenomenal at understanding its customers' preferences and using that information to increase sales.
- If you have ever shopped on Amazon, you may have noticed sections like 'recommended items' or 'customers who bought X also bought Y' or 'frequently bought together.'
- Based on your past purchases (and other customers'), Amazon recommends other products you are most likely to buy, which is part of its flawless online experience. They make the purchasing (and upsell) process effortless for the customer





- *Think Recurring Revenue*
- *Amazon has mastered the subscription model.*
- *This way, once you acquire a customer, you can guarantee that ongoing revenue and grow your base further.*

A photograph of a cat's face peeking out from the top of a brown cardboard shipping box. The box has the Amazon logo (a curved arrow) printed on its side. The background is a plain, light-colored wall.

- *Make It About the Customer*

- *“If we can keep our competitors focused on us while we stay focused on the customer, ultimately we’ll turn out alright.”*

-Jeff Bezos

- *One thing Amazon realized early on was that all the customer cares about are fast shipping times and great support.*

- *Drop an email to Amazon and you will get an answer within 24 hours.*



amazonPrime

Fast, FREE shipping and more

Prime members also enjoy exclusive access to movies and TV shows, ad-music, Kindle books, original audio series and unlimited photo storage.

Start your 30-day Prime free trial

After your free trial, Amazon Prime is just \$10.99/month.
Cancel anytime.

See more plans ›

[Give the gift of Prime](#) | [Refer a friend](#) | [Have a Prime promo code?](#)

- ***Continue Experimenting and Measuring Your Results***
- ***“If you double the number of experiments you do per year you’re going to double your inventiveness.”***
– Jeff Bezos

With a little planning, you can innovate just like any other big company to stay ahead of the curve.

The company produced free shipping on purchases of more than \$25, monthly subscription plans, their recommendation engine, and more.