

Knowledge and Information Management Skills for the Workplace

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Executive Summary

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Introduction

This report will be about the billion-dollar company Amazon.com. I will be using the knowledge management practices, showing my findings on the challenges and changes employees have had to adapt to cause by the pandemic.

The main objective of drafting this report is to collect data and information.

In 1994 Jeff Bezos, a former Wall Street hedge fund executive, incorporated Amazon.com the promise was to deliver any book to any reader anywhere.

While Amazon.com started as a known book seller the technology company business was to also simplify online transactions for consumers.

Bezos argued that to succeed as an online retailer the company needed to “Get Big Fast” and that is exactly what happened.

Reaching 180,000 customer accounts by December 1996, after its first full year in functioning, less than a year later, in October 1997, it had 1,000,000 customer accounts.

Its revenues leaped from \$15.7 million in 1996 to \$148 million in 1997, followed by \$610 million in 1998.

Amazon.com, is now an online retailer giant manufacturing of electronic goods, book readers, toys, and many other goods.

Its Web services provider became the recognizable example of electronic commerce.

sailing directly or as the middleman between other retailers and to Amazon's millions of customers.

Amazon's advantage proposition is based on low-cost prices for a giant selection of books ordered through an anytime, anywhere exceptionally convenient mechanism.

Its Web services business includes renting data storage and computing resources, called "cloud computing," over the Internet.

The promotion of Kindle e-book readers has led to the considerable growth in e-book publishing and turned Amazon.com into a major unrestrained force in the book publishing market.