

Community Engagement LCBB4002

Analysis on Amazon

BA Business Management

SEMRA SADUL

Student ID:1909207

AMAZON INC

Tutor Mr. MD KALAM



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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Introduction

The purpose of this report is to demonstrate deep and well-researched understanding over a company of choice where goals, structure, scope and business environmental model and fully analysed. The company of choice in this regard is Amazon Inc.

Amazon's quality is widespread round the globe. There are over 310 million active users who benefit from the use of this business and a hundred million subscribers worldwide in addition (Thebalancecom, 2018). Being the world's leading on-line merchant, Amazon luggage several achievements, fulgurous profits, and successful launches. This makes it the suitable company to examine in this report.

Sector, Size, Structure and Goals

Sector

Amazon INC is within the consumer cyclical sector inside the industry of on-line retail. When defining the term, consumer cyclical is a class of stocks that believe heavily on the trade cycle and economic conditions. Consumer cyclical embodies industries like automotive, housing, recreation, and retail. The class are often additional divided into sturdy and non-durable sections. The ones considered as durable cyclical embody physical product like hardware or vehicles whereas non-durables represent things that individuals consume quickly such as improvement provides, covering or food.

Structure

Amazon has a refined organisational structure which is often classified as class-conscious. Senior management team embody 2 CEOs, 3 Senior Vice Presidents and one Worldwide Controller, WHO is liable for varied very important aspects of the business news on to Amazon chief executive officer Jeff Bezos. There are seven segments like info technology, human resources and legal operations and heads of segments conjointly report back to Amazon chief executive officer.

Size

Hierarchical structure at Amazon has developed because of the huge size of the business. The biggest web distributor within the world by revenue employs 560,000 individuals worldwide and it's quite three hundred million customers globally.

It is vital to notice that despite its giant size, not like several different corporations with class-conscious organisational structure, Amazon remains extremely versatile to adapt to frequent changes within the external marketplace. Moreover, the net retail big leads changes within the external business surroundings, it's caused turbulent innovation in e-commerce and presently, it's on the point of cause turbulent innovation within the world supplying trade.

Goal/Mission Statement

The mission statement of Amazon.com has continually targeted around its primary focus—the on-line Amazon.com client. Since it began in 1994, Amazon.com has had a transparent focus and a solitary mission. Founder Jeff Bezos has in public said the Amazon.com mission statement because the spirit behind his leadership selections again and again within the company's history.

Customers and Expectations

There are channels which are optimised by the Amazon marketing department are called dynamical. The customer expectations which Amazon should be aware of are set in accordance to the customer demand for the variety of products which are available on the online retail market. The speed of consumption can be very quick if the demand is high and the supply is trickier to account for. In addition to all this, it is important to note that customers have some set individual expectations upon encountering Amazon and their views can be very clear on the matter. Almos 80 per cent of the customers for the variety of different businesses in reality expect the business to be aware of what the demand is – the demand for personalisation rises as a result.

Expectations are more influenced nowadays by the advancements which are taking place in electronic and overall technological developments. There are very beneficial tributes to this matter as the customers have the technological opportunity to monitor the delivery process of their wanted goods or communicate more effectively with the company if they appear unsure about the good, according to Shipware (2018). There are reported further statistics to strengthen this claim as almost 45 per cent of the customers, although expecting a quick service online, are still at ease when they

know more about their shipped products. 62 per cent of the customers, though, this demand free shipping for products across the globe which can be a tricky expectation to live up to by Amazon.

There are some additions to the customer expectation with the further technological refinements which internet-based companies like Amazon go through. The purchase options are a lot quicker than they would be before with click intervals working in seconds, available check costs, and as well as that there are browse reviews (something that the Amazon company can analyse in depth and determine whether their structural digital designs are effective enough. Although technology improves businesses' workflow significantly, the customer expectations rise as well – there are as many as 80% of customers who would like improved response from the company for the customer.

Stakeholders and Role of Amazon Employees

Customers are the most important external stakeholders in a company as those are the individuals who will either bring more or less profitability in the business. The profit from customers is a financial gain which can be utilised individually by the business owner or applied to an important business aspect that will aim to improve workflow and such. The customers happen to be the primary determinant, in other words, for the success of a business like Amazon, according to Panmore Institute (2017). There are not only financial aspects to the customers and what they bring to the company with consideration to revenues, but as well as that reputation and goal-wise. The reputability of the business will be defined as a reflection of how satisfied customers appear with the service. When it comes to the goals, those are the reference to business goals which can be to expand on customer base, look at incentives to instil loyalty, or design promotional campaigns which are more interesting to them.

Social responsibility is a key aspect when dealing with customers and their interest. The Amazon company, for instance, has a well-respected secure system to make bank transactions for purchases online. The customers feel a lot more confident in using the business for the necessary provision of bank details without being worried that their data may be abused in some way and their financial resources stolen.

Employees are the most important internal stakeholders in the company due to the fact that they execute all of the business operations and provide it with a competitive edge, used against competitors in the same industry. Amazon is a company known to value its workers as a result of their determinant for structural performance on the corporate social responsibility movement. There are policies regarding compensation and benefits for workers in order to refine their rights as both employees and individuals as to demonstrate that the company is abiding by the law in the said

country. This can vary slightly due to the global scope of the company and the differing laws each country has to offer. The interest of those internal stakeholders has to be satisfied and a way to do so will be to use the high growth potential of the business to finance and facilitate leadership development and compensation schemes (Great Work Cultures, 2015). Although there have been unethical practices in the past, Amazon as a company strives and illustrates growth in terms of values and management methodology which becomes increasingly favourable for both internal and external stakeholders.

There is a third type which is communities as another vital Amazon stakeholder. The communities are an external stakeholder which have great benefits when provided with social responsibility programmes by the local or national businesses. The interests of the communities surrounding the scope of Amazon, depending on geographic positioning, focus their aims on support development in education, health and social care and environmental protection. Amazon Smile is a venture established by the parent company which corresponds with the effective application of ethical principles in the micro and encouragement in macro business environment. This is the case, although some important costs have increased in order to promote ethical business behaviour. For instance, the Amazon business organisation proposed a specific method whereby it was allowed to have a broader reach to the strategy of CSR to communities and enhance the neutral cluster found in the retailer.

Importance of Training and Development

The training as part of the business is a representative of the major opportunity for expansion – this is within the context of the workers who will have improvements in performance as an aim to meet the ends of. There needs to be constant renovations in the already existing workforce in order for the business to expand in all given areas successfully, all according to Project Management (2015). There can be some drawbacks like employee absence from work if they are assigned to a special course which takes them elsewhere, additional costs associated with the training programme, and generally time which can be lost to train the worker. However, effectively it can be argued that there is return on investment – this comes in the form of more proactive, more competent and as well as that motivated employees who are eager to enhance the performance of the company.

Selected Role from Amazon

Necessary Skills and Knowledge

Administrative Assistant duties and responsibilities embrace providing body support to confirm economical operation of the workplace (TopResume Editor, 2016). Supports managers and workers through a range of tasks associated with organization and communication.

- Accountable for confidential and time sensitive material.
- Accustomed to a range of the field's ideas, practices and procedures.
- Ability to effectively communicate via phone and email guaranteeing that each one body Assistant duties are completed accurately and delivered with prime quality and in an exceedingly timely manner.

Training and Development Requirements

The administrative positioned individual must receive a training which will focus on training the person to:

- Ensure operation of kit by finishing preventive maintenance requirements; career for repairs; maintaining equipment inventories; evaluating new equipment and techniques
- Maintain provides inventory by checking stock to see inventory level; anticipating required supplies; inserting and expediting orders for supplies; supportive receipt of supplies
- Maintain skilled and technical information by attending academic workshops; reviewing professional publications; establishing personal networks; taking part in professional societies

Amazon SWOT Analysis

Strengths	Opportunities	Weaknesses	Threats
1. The largest online Company with a strong brand image. 2. Client situated – Amazon takes into account an enormous	1. Amazon will pick up the opportunity to infiltrate or extend its tasks in creating markets. 2. By expanding physical	1.Extremely basic and in this way simple imitable plan of action – on-line retail organizations turned out to be very basic during	1. Not many debates have caused a scratch in Amazon’s entire picture. The individual basically responded and boycotted Amazon

assortment of customers for regular wants at modest valuing choices. This has a client arranged entirety.	stores,Amazon will improve against huge box retailers and have communication clients with the entirety.	this advanced world. 2. Losing Edges in Scarcely any Territories – In hardly any zones like India, Amazon has visaged misfortunes.It's free dispatching to clients are frequently one among the clarifications that uncover the dangers of losing edges in certain business sectors.	destinations in 2010 once they found that it's mercantilism the book "The Pedophile's Manual for like and Delight: a Kid darling's Set of principles." 2.Government laws may compromise the business procedures of Amazon in some fundamental nations. Amazon doesn't ship to Cuba, Iran, DPRK and Syria.
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Conclusion

In conclusion, Amazon is a very prosperous company which has been entangled in some controversies over the past. However, the business remains as a global leader in the inline retail market and maintains proper generation of revenue which increases every year due to its successful venture.

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