BMSW4003

GROUP 1 PRESENTATION

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THE IMPACT OF THE MODERN TECHNOLOGY AMAZON

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THE IMPACT OF THE MODERN TECHNOLOGY AMAZON

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INTRODUCTION

WHAT IS AMAZON?

NAMED AFTER THE WORLD'S LONGEST RIVERS, AMAZON IS THE WORLD'S BIGGEST E-COMMERCE STORE AND A LEADING CLOUD SERVICE PROVIDER. (ROUSE, 2014)



THE BEGINNING OF SOMETHING NEW: 1994 – 2003

- **1994:** BEZOS AND HIS WIFE LAUNCHED A WEB-BASED BOOKSTORE OUT OF HIS GARAGE, ON JULY 5TH 1994.
- **1998:** AMAZON ADDS A FEATURE "1-CLICK", TO BUY ITEMS INSTANTLY – THE FIRST E-COMMERCE STORE TO EVER DO SO.
- **2003:** AMAZON BECOMES A CLOUD BUSINESS, ALLOWING OTHER E-COMMERCE TO CONDUCT BUSINESS WITH THEM.

(DEPILLIS & SHERMAN, 2018)



THE TURN OF THE MILLENNIUM: 2004 - 2010

- **2005:** COMMENCEMENT OF AMAZON PRIME; A $79-A-YEAR MEMBERSHIP PROGRAM THAT GUARANTEES FREE SHIPPING WITHIN 2-DAYS OF PURCHASE OF A PRODUCT.
- **2007:** THE KINDLE IS INTRODUCED TO THE WORLD; A PORTABLE READING DEVICE THAT ALLOWS YOU TO DOWNLOAD ONLINE READABLE CONTENT.
- **2008:** AMAZON BUYS AN ONLINE AUDIOBOOK COMPANY CALLED AUDILBE.

(DEPILLIS & SHERMAN, 2018)



THE EXPLOSION OF TECHNOLOGY: 2012 - 2020

- **2012:** AMAZON MAKES A $775 MILLION PURCHASE FOR KIVA SYSTEMS – A WHAREHOUSE ROBOTICS COMPANY.
- **2014:** AMAZON PRODUCES IT'S FIRST SMARTPHONE – AMAZON FIRE, HOWEVER THE PRODUCT FAILED TO MAKE AN IMPACT ON THE MARKET AND PRODUCTION WAS STOPPED FOR THE NEXT YEAR. THEY ALSO ACCQUIRED THE SOCIAL GAMIN STREAMING SITE, TWITCH.
- **2015:** AMAZON REVEALS THEIR FIRST SMART SPEAKER " THE ECHO ", WITH THE SMART FEATURE " ALEXA ".
- **2019:** AMAZON CELEBRATES 25 YEARS OF BUSINESS. (DEPILLIS & SHERMAN, 2018)
- **2020:** AMAZON IS THE WORLD'S LARGEST AND NOTABLE E-COMMERCE STORE, JUST AS BEZOS PLANNED! (PAJOVIC, 2020)



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IMPACT OF TECHNOLOGY INTRODUCED



IMPACT OF TECHNOLOGY INTRODUCED

- AMAZON TECHNOLOGICAL GROWTH
- PURPOSE FOR INNOVATIONS
- DEVELOPMENT
- INVESTMENTS



(INVESTOPEDIA, 2020)



AMAZON WORLD INNOVATION



- BUILD VOICE-CONTROL APPS
- FULFILMENT CENTRE
- DELIVERY SERVICE PARTNER PROGRAM

(Jolly, 2017)

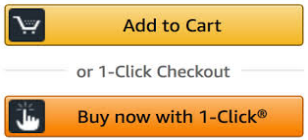


WAYS AMAZON CHANGED THE WORLD

1. KINDLE E-BOOKS



2. ONE CLICK PURCHASE



3. ALEXA



4. PRIME



5. CLOUD COMPUTING



6. AMAZON GO





(Connelly, n.d.)

CONCLUSION

- EVOLUTION OF AMAZON:



- TECHNOLOGICAL IMPACT:





QUESTIONS



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