



AN INVESTIGATION INTO HOW AMAZON.COM HAS UTILISED TECHNOLOGY FOR THE DEVELOPMENT OF THEIR BUSINESS & PRODUCTS



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1. Introduction

This project will look at how Amazon have used technology to help to develop their business. The project will use both primary and secondary research and evaluate the key findings within the data.

2. Aim & Objectives

“An investigation into how Amazon.com has Utilised technology for the development of their business & Products “

Aims-

1. Research the history of Amazon.com Inc.
2. Research and evaluate Amazon's use of technology for the development of their business.
3. Design, conduct and evaluate primary research into customer perspective on Amazon.com technology.
4. Evaluate primary and secondary research and identify key findings.

3. Literature Review

Amazon launched in 1995 as an ecommerce site, in 2004 they decided to create their own technology.



2006— Amazon Web service

2007— Kindle

2007— Amazon Prime

2011— Fire Tablet

2013— Amazon Air

2014— Fire TV & Fire Phone

2015— Amazon Echo



4. Research Methodology

Philosophie – Realism

Approach – Deductive

Strategies – Survey

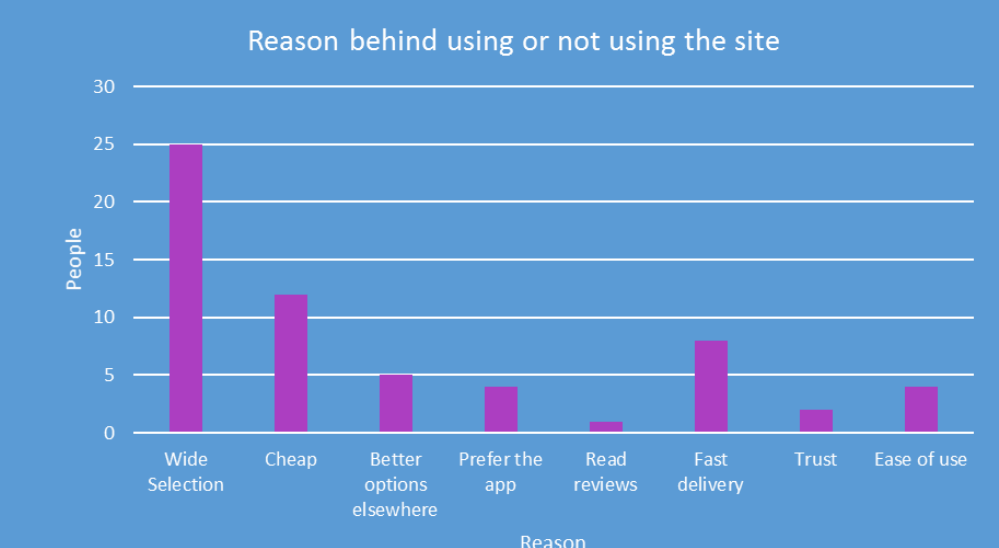
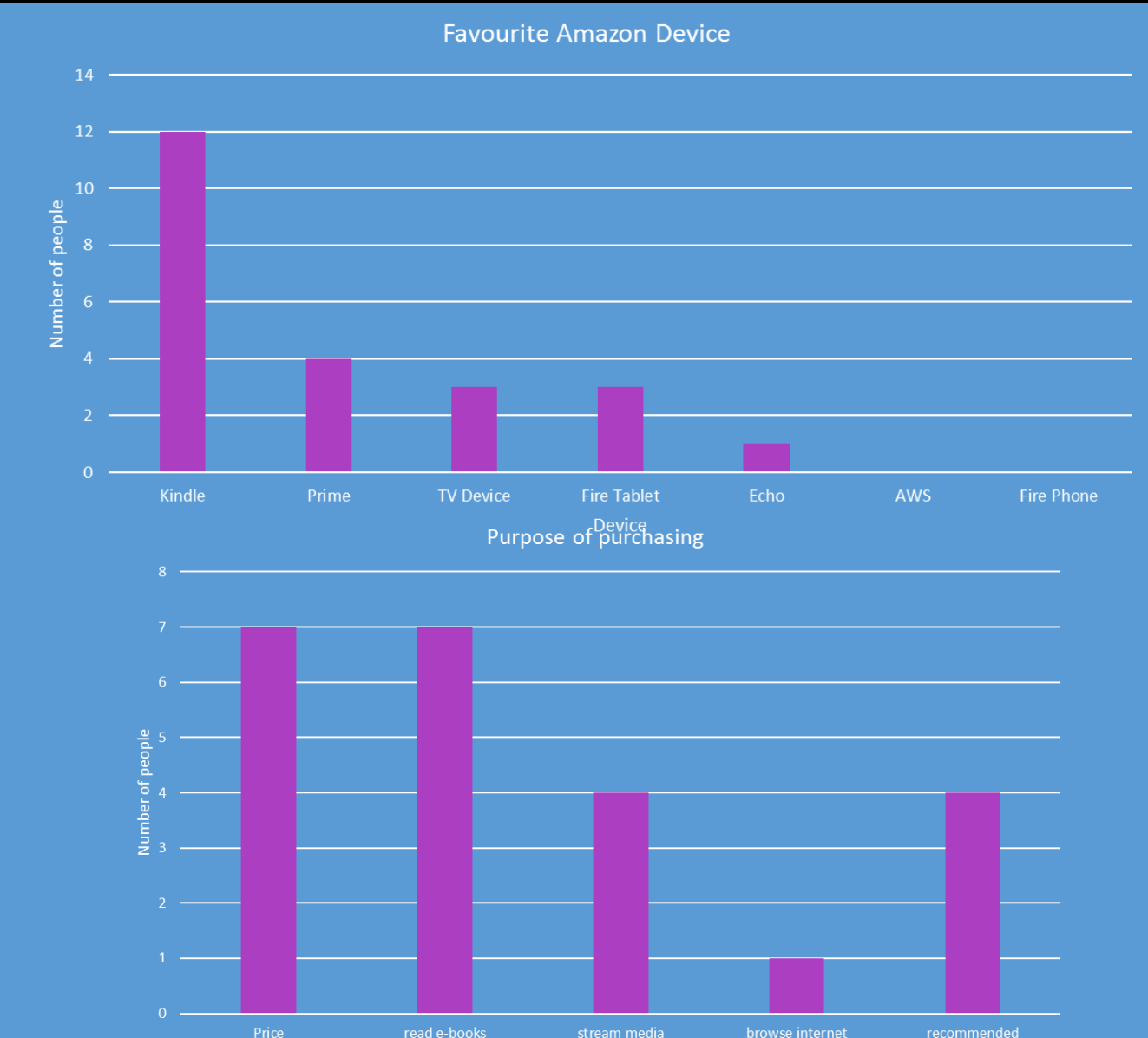
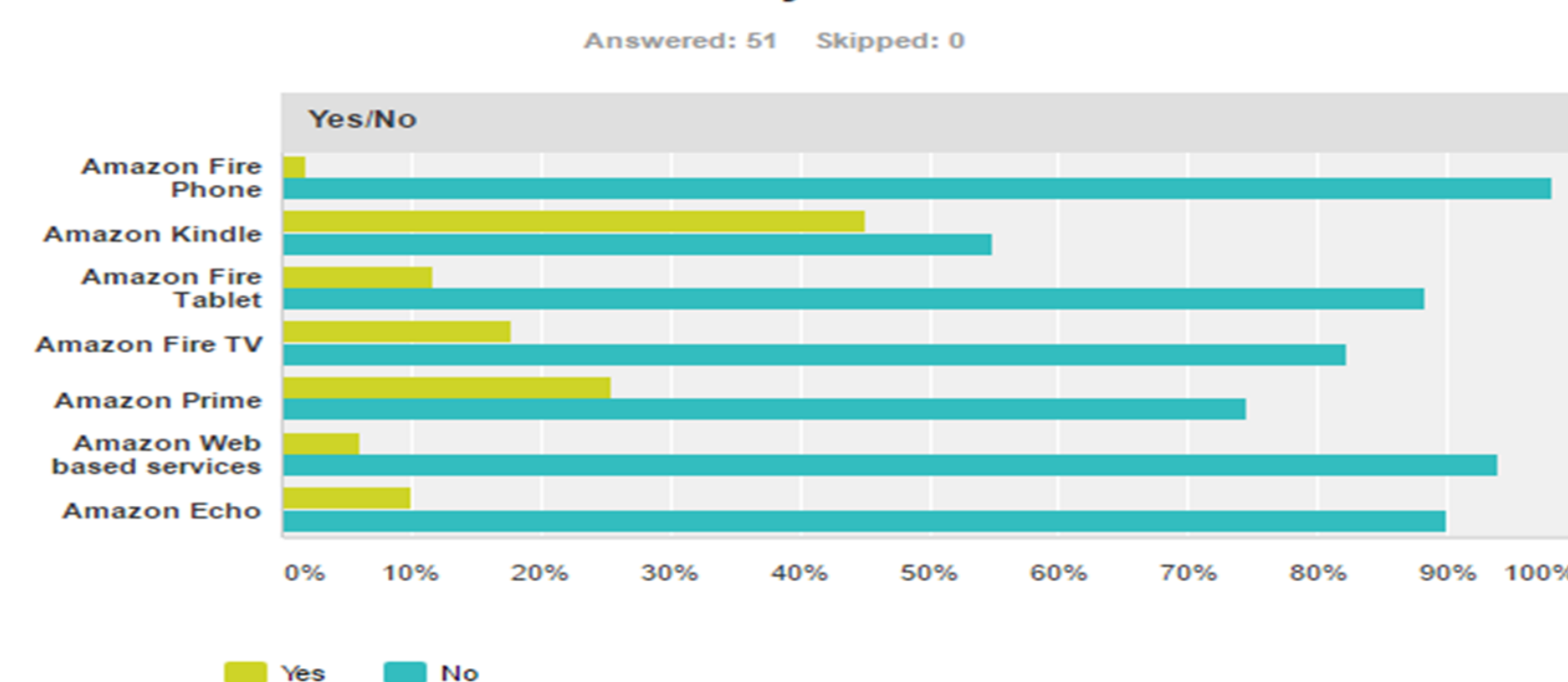
Choice- Multi Method

Time – Cross-sectional

Technique – Data analysed

5. Key Findings

Please state the Amazon products & services you own



6. Conclusion

Since Amazon launched they not only sell other manufactures item but also their own. They have created new ideas and entered them into different markets, whilst growing as business. There's also room for growth as Amazon products are not at their full potential