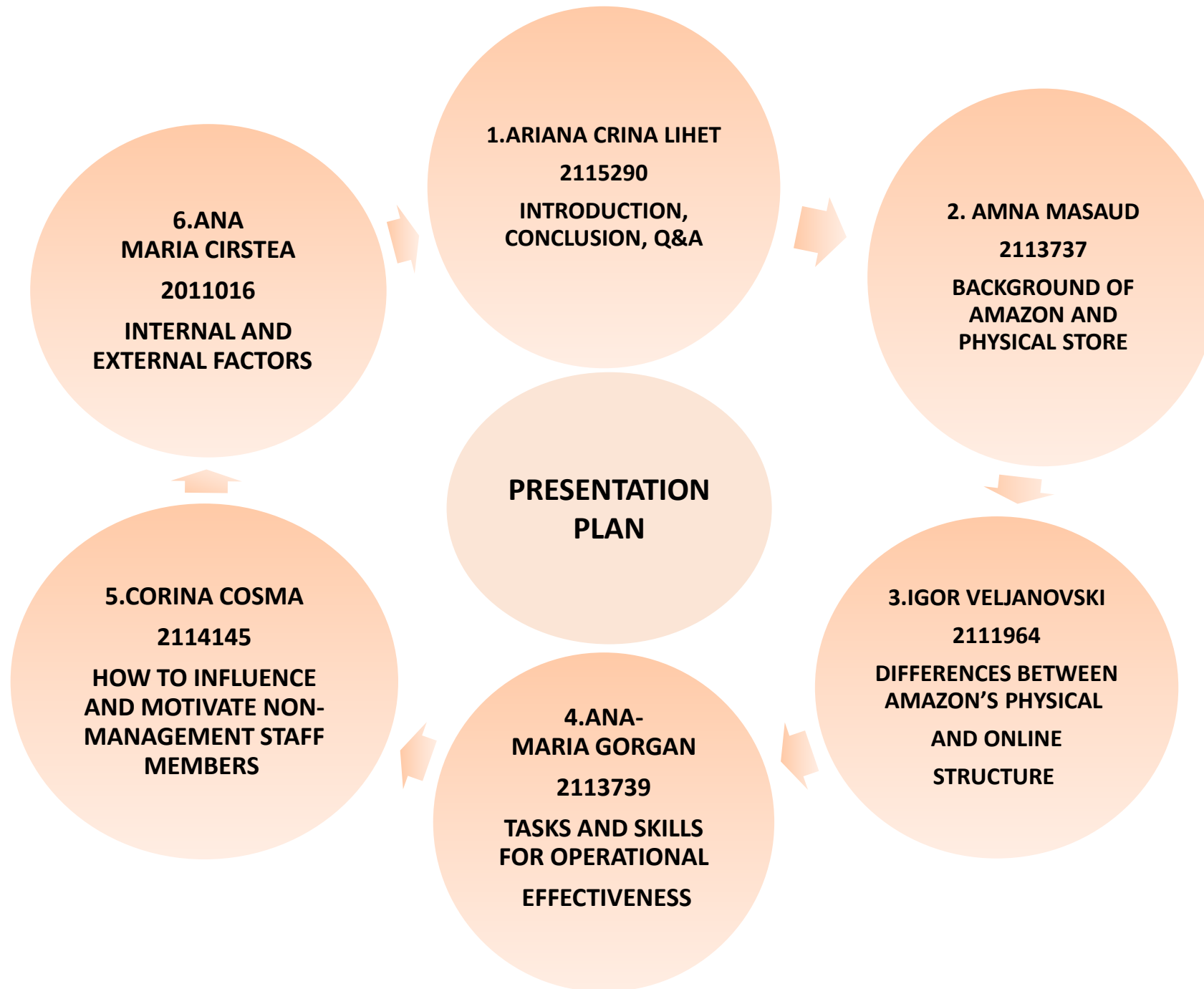


INTRODUCING THE MODERN WORKPLACE
LCBB4003



**AMAZON'S ORGANISATIONAL BEHAVIOUR &
PERFORMANCE**

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- **UNIVERSITY OF WALES TRINITY SAINT DAVID**
- **DATE OF PRESENTATION: 17/12/2021**



INTRODUCTION

In this presentation, as a team, we will make an analysis of Amazon's overall performance. We will talk about Amazon's background and the reason why we decided to move onto physical store as well as Amazon's both physical and online organisational structure and performance.

- Furthermore, we will go into detail and discuss different tasks and skills the team of Amazon can use to bring effectiveness and how can management team motivate non-management team.
- Lastly, we will make an analysis of internal and external factors and how it influences us.

Welcome



We strive to be Earth's
most customer-centric
company.



1. BACKGROUND OF AMAZON AND WHY AMAZON HAS DECIDED TO MOVE ONTO PHYSICAL STORE?

AIM, OBJECTIVES AND PURPOSE OF AMAZON

BACKGROUND OF AMAZON IN UK

- 1998: Launching of Amazon.co.uk
- Head office in London
- Invested £23bn in UK's economy since 2010
- 240,000 people employed
- 3 developing centers for innovation and invention : Cambridge, Edinburgh, London

AIM

Being Earth's most customer centric company

OBJECTIVES

- Reducing carbon emission to **ZERO** by 2040
- Using 100% renewable energy by 2025
- Delivering 100,000 electrical vehicles by 2030

Source: Aboutamazon(2021)

PURPOSE

- Prioritizing pay equity
- Fighting hunger
- Creating job opportunities and encouraging high pay rate

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Source: Organimi(2021)

MISSION

- Best employer
- Safest workplace
- To empower businesses to maximize their success

VISION

- Helping customers to find , discover and buy **ANYTHING** Source: Mueller (2017)
- Rising customers' experience by using the internet and technology

1. BACKGROUND OF AMAZON AND WHY AMAZON HAS DECIDED TO MOVE ONTO PHYSICAL STORE?

THE CURENT STATUS OF AMAZON

CULTURE

- Honoring and respecting the differences that each employee brings
- Seeking to include employees' perspectives in the solutions for the global customer base
- Equal pay

STRUCTURE

- Hierarchical
- Dynamic, subject to certain changes



Source: Amazon(2021)



Source: The Mirror(2021)

- Spread awareness of their organization to a wide range of customers
- Creating new jobs opportunities
- Capital investment->holding down price inflation

1. BACKGROUND OF AMAZON AND WHY AMAZON HAS DECIDED TO MOVE ONTO PHYSICAL STORE?

Amazon 4-Star Store Bluewater REASONS OF MOVING TO PHYSICAL STORE

- Desire to make retail space work smarter
- SME empowerment->Helping small or medium-sized enterprises to grow and achieve success
- Environmentally friendly:
 - >trade-in old electronic devices
 - >minimize packaging waste
- Customers to be able to touch the merchandise before buying



Source: Amazon(2021)



Source: The Mirror(2021)

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3. Amazon's Leadership Principles

Amazon's Leadership Principles are unique and relate the way business is running. The Leadership Principles, help to achieve the mission of being Earth's most customer-centric company, best employer and safest place to work.

- Customer Obsession
- Ownership
- Invent and Simplify
- Are Right, A Lot
- Learn and Be Curious
- Hire and Develop the Best
- Insist on the Highest Standards
- Think Big
- Bias for Action
- Frugality
- Earn Trust
- Dive Deep
- Have Backbone; Disagree and Commit
- Deliver Results
- Strive to be Earth's Best Employer
- Success and Scale Bring Broad Responsibility



Source: Amazon(2021)



4.EVALUATE HOW MANAGEMENT TEAM OF AMAZON AT BLUEWATER AMAZON STORE CAN INFLUENCE AND MOTIVATE NON-MANAGEMENT STAFF MEMBERS TO IMPROVE THEIR OVERALL PERFORMANCE

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Communication and work environment

Foster open communication

- First of all, the management team of “Amazon” needs to create open communication with their staff because by creating open communication, they will understand their interest and wishes that are highly impacted during providing motivation

Source: Carrol et al(2014)

Create an Agile work environment

- The management team of “Amazon” also needs to create an agile work environment as it is also very useful for the staff to get motivation from the working place

Source: Collis et al(2013)





4.EVALUATE HOW MANAGEMENT TEAM OF AMAZON AT BLUEWATER AMAZON STORE CAN INFLUENCE AND MOTIVATE NON-MANAGEMENT STAFF MEMBERS TO IMPROVE THEIR OVERALL PERFORMANCE

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Friendship and new opportunities

Encourage workplace friendship

- The management team of at “Bluewater Amazon store” also needs to encourage their staff with friendly behaviour as it is highly motivated the staff to show their best performance in the workplace or improve their performance accordingly

Source: Carrol et al(2014)

Create new opportunities

- Finally, the team member of Amazon at “Bluewater Amazon store” also needs to create new and supportive opportunities for their staff because when they get different opportunities, their expectation will increase and try to improve actions for career development

Source: Boiral et al(2014)



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Political: Different political bodies are present in the UK

Economic: The stable economic conditions allows the organization to maintain its position

Social : creation of different covid protocols.

Technological: helps organizations to carry out all the work.

Legal Aspect: smooth operation without any restrictions.

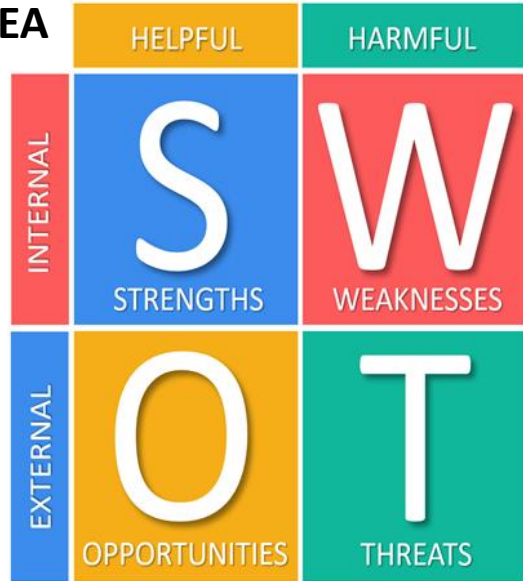
Environment: safeguarding the environment.

5. AN ANALYSIS OF INTERNAL AND EXTERNAL FACTORS INFLUENCING INDIVIDUAL AND GROUP BEHAVIOUR AND PERFORMANCE OF THE MANAGEMENT TEAM OF AMAZON AT BLUEWATER AMAZON STORE



Source: cipd(2020)

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5. AN ANALYSIS OF INTERNAL AND EXTERNAL
FACTORS INFLUENCING INDIVIDUAL AND
GROUP BEHAVIOUR AND PERFORMANCE OF
THE MANAGEMENT TEAM OF AMAZON AT
BLUEWATER AMAZON STORE

Strength

Technological advancements: This helps the team members of Amazon to carry out the work at a faster rate.

Weaknesses

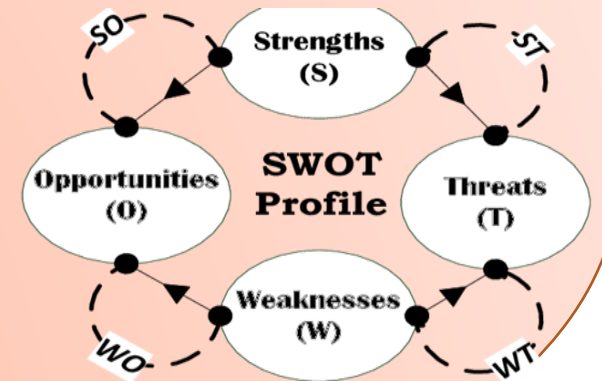
Strict employment policies: This is one of the reasons which creates restrictions for the employees.

Opportunities

Enhanced profit margins: The experienced employees of the organisation can help in increasing the profit margins.

Threats

Increased competition: This can create several difficulties for the organisation



amazon

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CONCLUSION

*Thank
You*

In conclusion, based on all the information that was given in the previous slides, we believe that Amazon's overall performance since it opened has done nothing but improve and bring effectiveness into the store.

This not only helped Amazon itself to grow bigger, but it also gave the customer the chance to have the best experience both in store and online.



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QUESTIONS AND ANSWERS

Q

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A

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