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In this report the author will briefly introduce the selected organisation (Amazon. com) and how they managed their knowledge and information and also the application of management models

INTRODUCTION

Amazon is an American multinational technology company founded on 5th July 1994 in Washington, United State of America by founder Jeff Bezos and Headquarters is situated at Seattle, Washington. Amazon is the largest Internet-based store in the world by total sales and market capitalization and this online trading market focuses on e-commerce. The successes of Amazon are of three folds, the Selection of goods and services by consumers because they always want to find and get the products they are looking for thus should always be in stock, the prices and the timing and prompt delivery to consumers.

This company also has an individual websites known as AWS (Amazon Web Services) which operates cloud computing platform, digital streaming and artificial intelligence and also a mixture of infrastructure as a service (IaaS), platform as a service (PaaS) and packaged software as a service (SaaS) offerings.

Amazon Web Services also performs software development, fulfilment and customers' centres which are located in many areas around the world.

KNOWLEDGE MANAGEMENT MODELS

The author will also use or apply three types of Models for the above report and are:

The Nonaka and Takeuchi (1996) Model

The SECI Model (1991)

The Wiig Model (1993)

The Inukshuk Model.