

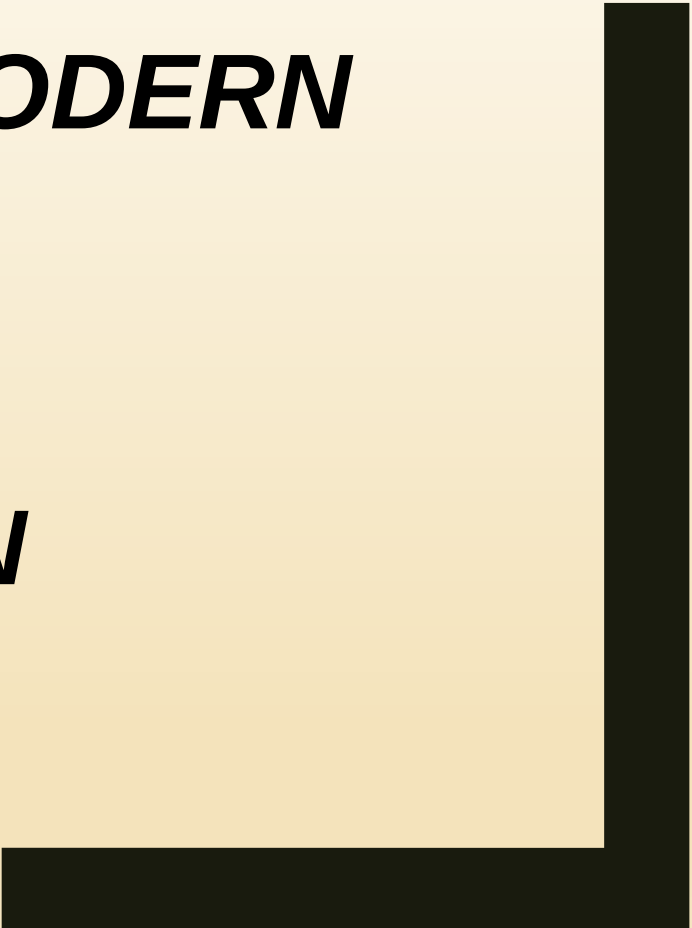
***INTRODUCING THE MODERN
WORKPLACE
LCBB4003***

PRESENTATION

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Amazon Organisational Behaviour and Performance

Gabriel Dorel Tilica_2114961- INTRODUCTION AND CONCLUTION

Maria Nastas_2028223 - BACKGROUND OF AMAZON AND WHY AMAZON HAS DECIDED TO MOVE ON TO PHYSICAL STORE

Borislava Borisova_2114506 - THE DIFFERENCES BETWEEN AMAZON'S PHYSICAL ORGANIZATIONAL STRUCTURE & PERFORMANCE

Ludmilla Rosu_2114963- DISCUSS DIFFERENT TASKS AND SKILLS THAT MANAGEMENT TEAM OF AMAZON AT BLUEWATER AMAZON STORE

Evgeni Boutsai_2114607- EVALUATE HOW MANAGEMENT TEAM OF AMAZON AT BLUEWATER AMAZON STORE CAN INFLUENCE AND MOTIVATE NON-MANAGEMENT STAFF

Mostapha Boulkheir_2114677- INTERNAL AND EXTERNAL FACTORS INFLUENCING INDIVIDUAL AND GROUP BEHAVIOR AND PERFORMANCE

Introduction Amazon

Amazon.com is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods directly or indirectly

Jeff Bezos is the owner of the company and incorporated in 1994 as a business that sells books.

Jeff saw the potential growth of the company and became early an online retailer.

Background of Amazon and why Amazon has decided to move onto physical store?

❖ **Brief history of the organization:**

- Amazon.com was founded by Jeff Bezos in July 1994.
- In the first month was delivered orders, in all 50 states and to 48 countries.
- In 1998, Amazon became rapidly popular in England and Germany, because they opened their international website.
- In 2005 Amazon,has decided to buy one of the most famous online retail company in China, named Joyo. They dealt with the sale of books and electronics, then, they turn in into Amazon China.
- In 2014 Amazon started to deliver seven days a week packages through the US Postal Service.
- Nowadays, Amazon.com sells everything, from books to television and car parts to outhouses.

Source: Armstrong (2020)

Background of Amazon and why Amazon has decided to move onto physical store?

❖ **Aims:**

- To be Earth's most customer centric company

❖ **Objectives of the Organization:**

- Growth
- Sales maximization
- Profit maximization
- Increase shareholder value

Source: Amazon (1996-2021)

Background of Amazon and why Amazon has decided to move onto physical store?

❖ **Mission of Amazon:**

- The mission of Amazon is “to offer customers the lowest possible prices, the best available selection, and the utmost convenience”.

❖ **Vision of the Organization:**

- “to be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online”.

❖ **Behaviour:**

- Amazon employees stand-out from their competitors, even if many people believe these standards are nearly impossible to meet, they endeavour to provide consumers with the best possible service.

❖ **Culture:**

- Amazon is proud of their distinct culture. They value and appreciate the unique ideas that each employee brings to the company, and they strive to incorporate those viewpoints into their solutions for a worldwide customer base. Amazon is also working to expand the varied community of creators and developers that they are delighted to call their customers.

Source: Amazon (1996-2021); Garcia (2021)

Background of Amazon and why Amazon has decided to move onto physical store?

❖ **Reasons of moving to physical store:**

- Amazon believes that blending retail is the way of the future.
- Stores will help Amazon into breaking the fashion business.
- Amazon expects to expand its ecosystem.
- Stores help Amazon reduce rising shipping costs.

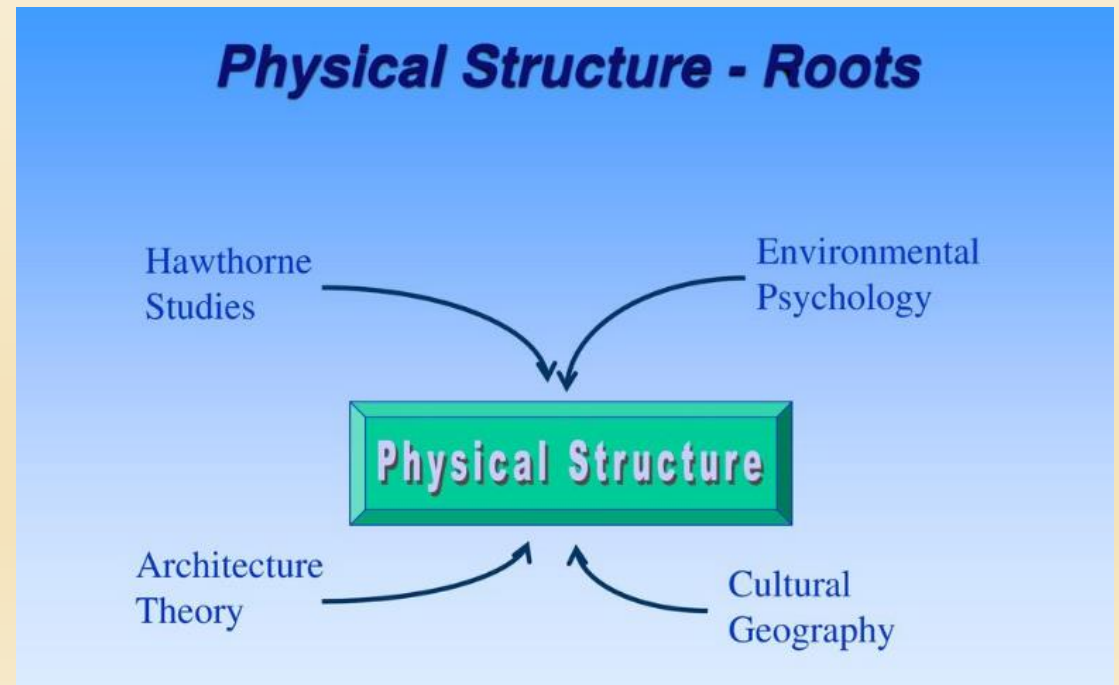
Online organizational structure

- In an online organizational structure, all commercial transactions occur over the internet. (Dedahanov, Rhee and Yoon, 2017).



Physical organizational structure

Physical organizational structure refers to the relation between the physical components of companies as geographical and building in which the works are done (Joseph and Gaba, 2020).



Difference between online organizational structure and physical organizational structure

	Online organizational structure	Physical organizational structure
Consumer reach	Global	Limited
Operating expenses	Less	More
Start up cost	Less	More
Feasibility to operate	Can be operated anywhere in the globe	Can be operated from the physical store
Availability	24 X 7	Limited time
Marketing and promotion	Various marketing features available and wider range of promotion	Limited possibilities of marketing
Consumer support	Virtual support	Physical support
Business expansion	Worldwide	Local
Consumer retention	Comparatively difficult	Easy to retain loyal consumers
Competitive	More competitive	Less competitive
Trustworthy	Available review can assists to build trust	Mouth to mouth popularity develop trust

Discuss different tasks and skills that management team of Amazon at Bluewater Amazon store can apply to bring operational effectiveness

Criteria	Tasks	Discussion for Operational Effectiveness
Specialists in all aspects	Operational	The goal is to minimise the deviation between plans and reality
Artificial intelligence	Technological	Check the cause of the failure and take the necessary corrective action
Supporting	Social	Solve problems effectively and support
Motivating employees	Managerial	Motivation factors do them to bring better results in company
Positive results	Controlling	Improving productivity and increasing customers satisfaction
Problem solving	Responsibility	The correct assumption of an obligations

Source: Gregersen (2015)

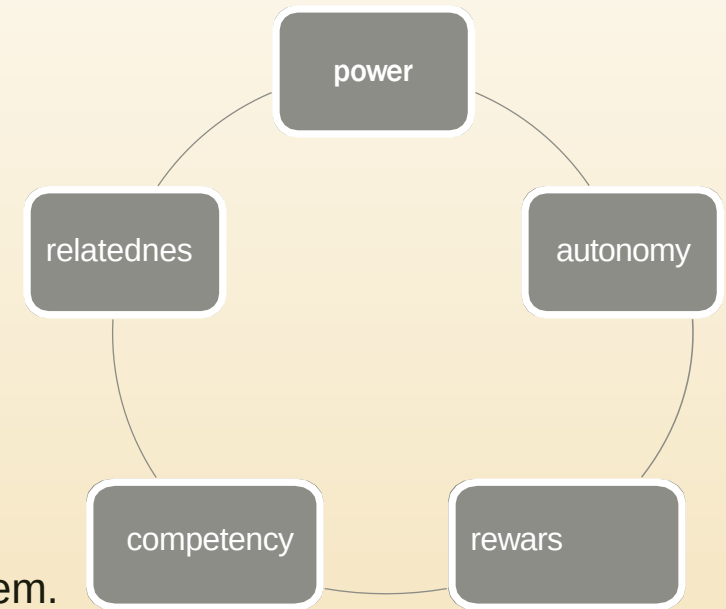
Discuss different tasks and skills that management team of Amazon at Bluewater Amazon store can apply to bring operational effectiveness

Criteria	Skills	Discussion for Operational Effectiveness
Comfort zone	Communication	Accepting negative as well as positive employee reviews
Minimizing the risk of failure	Organizational	Work well and build a great team
Right decision	Understanding	Make smart decisions and solve problems effectively
Attention to detail	Listening	Identify specific information that is relevant to the listening goal
Time management	Planning	Make the right decision
Team working	Adaptability	Able to work as part of a team

Source: Meyer (2019)

Ways that managers can influence and motivate the staff members at the Amazon Bluewater store to improve their overall performance

- Set clear and measurable goals
- Offer facetime and regular feedback
- Promote flexibility and work-life balance
- Compensate the staff fairly
- Provide a work environment worthy employee pride
- Provide information of upcoming products and strategies
- Involve employees in the decisions , mostly the decisions are affecting them.
- Encourage the employees to have a sense of ownership in their work – environment
- Create a partnership with each employee giving them the chance to grow and learn new skills
- Show them how they can meet their goals , within the context of meeting organisation's goals
- Celebrate successes of the company and individuals in it
- Use performance as the basis of recognising , rewarding and promoting people



ANALYSIS OF INTERNAL AND EXTERNAL FACTORS INFLUENCING INDIVIDUAL AND GROUP BEHAVIOR AND PERFORMANCE

INTERNAL FACTORS	INDIVIDUAL	GROUP
EMPLOYEES	ADVANTAGE POSITION	CREATING GROUP WITH THE RIGHT SKILLS
LEADERSHIP	RIGHT GUIDANCE	TEAM WORKING TOGETHER TO REACH SAME GOALS
RESOURCES & TECHNOLOGY	THE LACK OF THESE CAN CAUSE STRESS AND FRUSTRATION	THE LACK OF THESE CAN CAUSE LIMITED PERFORMANCE
WORK CULTURE	COMFORTABLE IN THE WORKPLACE WHILE ALWAYS REMAINING POSITIVE AND MOTIVATED	POSITIVITY AND COLLABORATION IN A GROUP LEADS TO WORK EFFICIENTLY
ORGANIZATIONAL SYSTEMS	REALISTIC WORKLOADS FOR EACH INDIVIDUAL.	FAST AND CLEAR COMMUNICATION SYSTEM

Source: Learning(2019); CONTRIBUTOR(2015)

ANALYSIS OF INTERNAL AND EXTERNAL FACTORS INFLUENCING INDIVIDUAL AND GROUP BEHAVIOR AND PERFORMANCE

EXTERNAL FACTORS	INDIVIDUAL	GROUP
POLITICAL <i>ex. <u>Minimum wage</u></i>	REDUCE THE WORK HOURS MAKE PEOPLE REDUNDANT	SMALLER GROUP MAKE MORE WORK AFFECT EFFICIENCY
ECONOMICAL <i>ex. <u>Economic growth</u></i>	CAN FIND NEW OPPORTUNITY	A LOT SKILLS ARE CREATED AND THIS MAKE OPTIMAL GROUP
TECHNOLOGICAL ex. automation	MUCH FASTER PRODUCTION SPEED	GROUP CAN WORK REMOTELY WITHOUT PROBLEMS WITH THE SAME EFFICIENCY
MARKET TRENDS AND FORCES <i>ex: <u>Consumer demand and supply</u></i>	WILL HAVE TO CHANGE WORKING HABITS, GET INFORMED AND INTEGRATE INTO THE NEW TRENDS.	THE EFFECT ON THE TEAM IS THAT THE WORK WILL HAVE TO BE DONE DIFFERENTLY IN THE FUTURE
SOCIAL <i><u>Ex: Not confident with technolog</u></i>	ITS PERFORMANCE IN AN ENVIRONMENT WHERE IT IS ALL TECHNOLOGICAL WILL BE VERY LIMITED.	LET'S PUT IT IN A TEAM, THIS WILL MEAN THAT THE GROUP WILL ALSO SUFFER FROM THESE LIMITS.

Source : CONTRIBUTOR (2015); Learning, External factors(2019)

Conclusion

This shop is only the start. They want to see the problems they might have in the UK by managing a shop, how to structure this in comparison with online shop, how to motivate employees and keep the shop successful.

Their plan is to open more and go big after this first step. This project will be a huge success.

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QUESTION
AND
ANSWER