

AMAZON

BMSW4003

Digital Skills and Research Methods
DSR Assessment 1 Group Presentation
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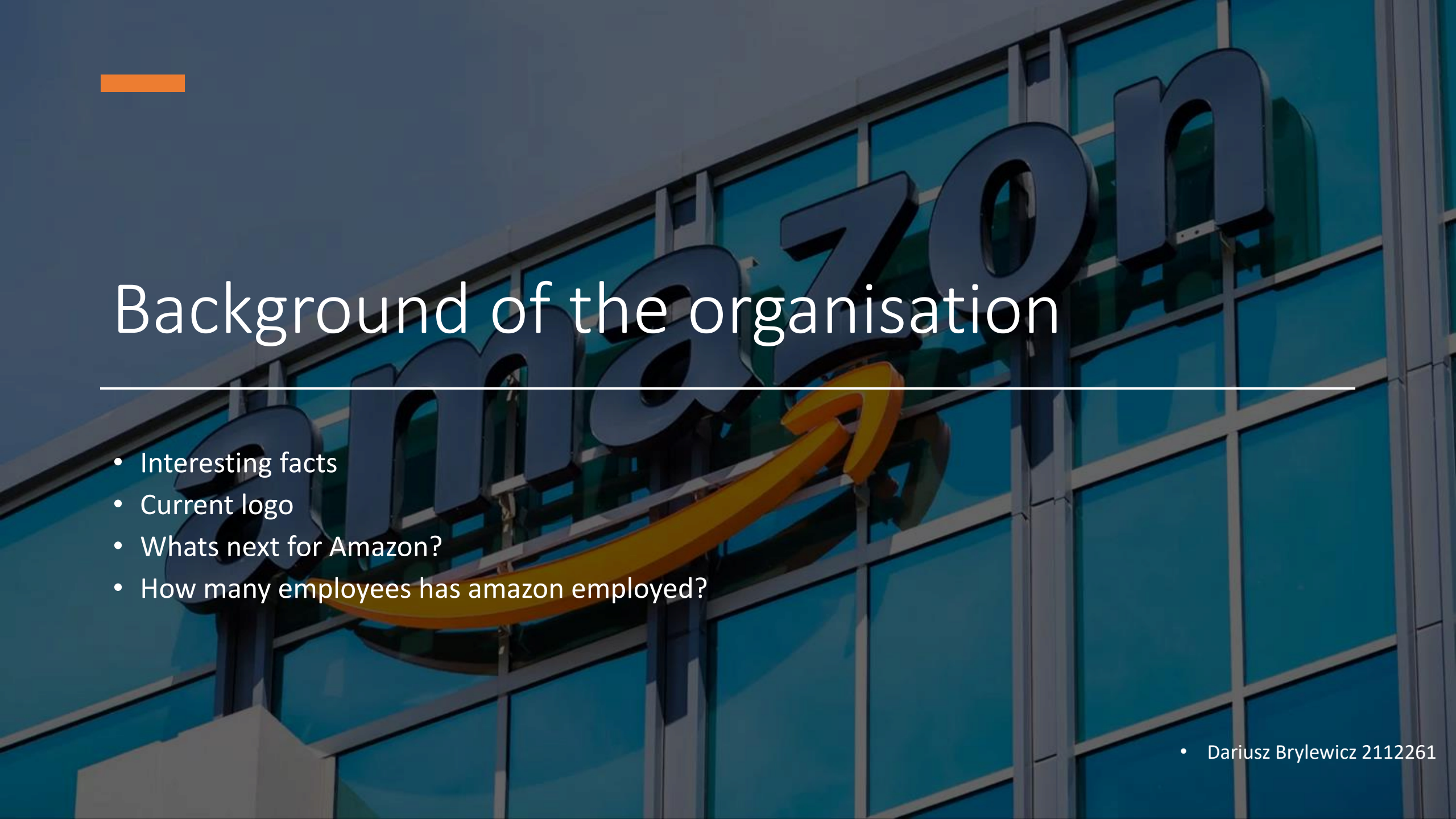
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A photograph of an Amazon building with a large, three-dimensional logo on the facade. The logo consists of the word "amazon" in blue, lowercase letters, with a yellow arrow pointing from the 'a' to the 'z'. The building has a glass facade reflecting the sky. In the top left corner, there is a small orange rectangular graphic.

Background of the organisation

- Interesting facts
- Current logo
- Whats next for Amazon?
- How many employees has amazon employed?



- ❑ Amazon is an American multinational technology company which focus on:
 1. Cloud computing
 2. Digital streaming
 3. Online shopping
 4. Artificial intelligence



Who is Jeff Bezos?



References

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- Amazon.co.uk. (2019). *Amazon.co.uk: Low Prices in Electronics, Books, Sports Equipment & more*. [online] Available at: https://www.amazon.co.uk/ref=nav_logo.
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Lessons from Case Study

- ❑ From the case study it has carried out that technology is one of the vital parts of every organisation
- ❑ Amazon organisations are heavily relied on technology for security and legal compliance
- ❑ The introduction of technology helps increase communication

Lessons from Case Study

- ❑ The sensor-based management activities like warehousing, invoice generation and order processing and communication with customers are helping Amazon to improve the level efficiency and minimizing the delivery time
- ❑ The digital representative in marketplace is allowing the organisation to develop the relationship with customers by analysing the needs and providing real-time information to the individual

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The challenge before the introduction of modern technology

- ▶ When Amazon was founded on July 5 .1994 as website that only sold books, founder Jeff Bezos had a vision for the company explosive growth and ecommerce domination.
- ▶ He knew from the very beginning that he wanted Amazon to be an everything store .Now Bezos will step aside as CEO after 27 years and tens of billions in gains.

History and timeline of Amazon

- ▶ 1998 Launch of Amazon.co.uk
- ▶ Begins selling books
- ▶ Opens fulfillment centre in Marston Gate, United Kingdom
- ▶ Launches Amazon Associates program
- ▶ 1999 opens music store
- ▶ 2000 opens DVD/video store, opens software
- ▶ 2001 opens electronics and toys.....
- ▶ 2002 Launches Marketplace
- ▶ 2003 Launches Amazon Web Service, opens Home and Garden store.....etc
- ▶ Amazon delivery starts in the beginning over £39 you get free delivery home in the UK
- ▶ The company made shopping more convenient through features like one-click ordering.
- ▶ In every year Amazon grows and they do everything that people want to be happy.