

Module name: Knowledge and Information Management skills for the Workplace

Module cod; BMSW5106

Introduction to Amazon : Amazon Inc. is the largest e-commerce corporation throughout the world. It is established in 1994 as small book store. The headquarter of this company is in Seattle, Washington, U.S. The serving area of this company is worldwide. At the beginning it had to struggle in order to survive in the market. Jeff Bezos is the founder of this organization(Amazon.com: Books, 2021). He is also the richest man in the world. His visionary leadership strategies help this organization to be the largest e-commerce platform throughout the world. It has brought a revolutionary change in the business world. It brings innovation in the business through bringing new ideas. The operating income of this company is 22.9 billion us dollars(Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more, 2021). It is the world's most valuable brand. It has employed about 12,98,000 employees throughout the world. It has developed an integrated supply chain system through establishing stores throughout USA. It emphasizes consumers satisfaction which plays the most important role in it's success in the business world. It has developed a unique strategy in order to gain consumer confidence which helps it to be a market leader throughout the world.