

Knowledge and Information Management

INTRODUCTION

Utilising this presentation, a PowerPoint poster will be created, through which from four major areas of knowledge management including knowledge acquisition, storage, dissemination, and application, *knowledge acquisition* will be considered

KNOWLEDGE ACQUISITION

•Getting data or knowledge

•In Amazon knowledge acquisition occurs through collecting information from consumers that is contributed through their browsing on the platform of Amazon and to data purchase from other social media companies.

•Ensuring data reliability and Utilisation of internal or external data

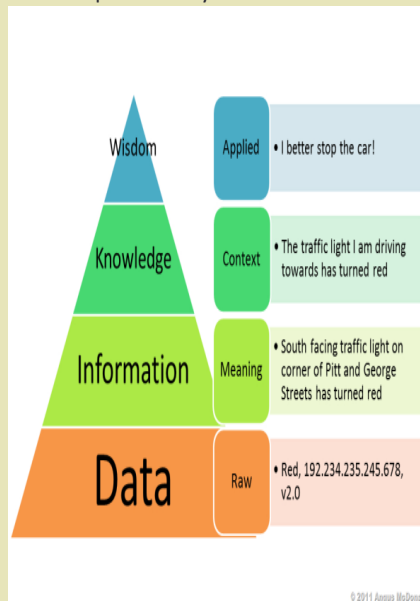
•In order to ensure reliability of consumer data are being collected by Amazon, the business focuses upon not only collecting information directly through its own platform online. It also relies upon major social media companies such as Facebook and others in order to accumulate data which have been exist for many years as well.

High knowledge currency and value in Amazon

Data or knowledge is the currency of Amazon as it helps the business to be able to make specific promotions to consumers as per their needs and searches online. This helps in making sure that consistent sales are being drawn in by the business at an exponential margin always.

BENEFITS OF KMVC

- It helps Amazon absorb new information about competitors, products and consumer preferences
- It facilitates in assessing Amazon's own capabilities in the retail online market as competition is growing
- It makes it simpler to solve consumer problems in regards to products and services being provided by Amazon



Scheduling meetings for knowledge sharing

Internally within Amazon, a high margin of focus is given upon conducting meetings within digital teams, flying teams, and others. This helps in making sure that warehousing activities, promotions, and other business actions are being undertaken.

Established community in Amazon

In order to establish a good community in Amazon, focus upon effective refunds, replacements, public service, and more is provided to consumers. That and customer bonds are being created.

KNOWLEDGE MANAGEMENT VALUE CHAIN

In this project we have evaluated the external factors that will affect our business. This was done considering the PEST analysis; Political, economical, social, and technological factors affecting the growth and demand of HydroWater Bikes. Moreover, no environmental factors will be affected due to this product as it is eco-friendly (Rahimi et al., 2017). We have also discussed who our competitors are and what will be their advantage for us.

Comparison with Knowledge Management

Knowledge acquisition

This helps in creating customised profile and targeted marketing

Knowledge storage

Stored information can change with time as references altered

Knowledge dissemination

Information can get broken in this stage

Knowledge application

If competent individuals are not handling information results will not be effective

Knowledge Management Value Chain PowerPoint Slide



CONCLUSION

Through this presented poster PowerPoint presentation, the topic of knowledge acquisition in the case of e-commerce company Amazon