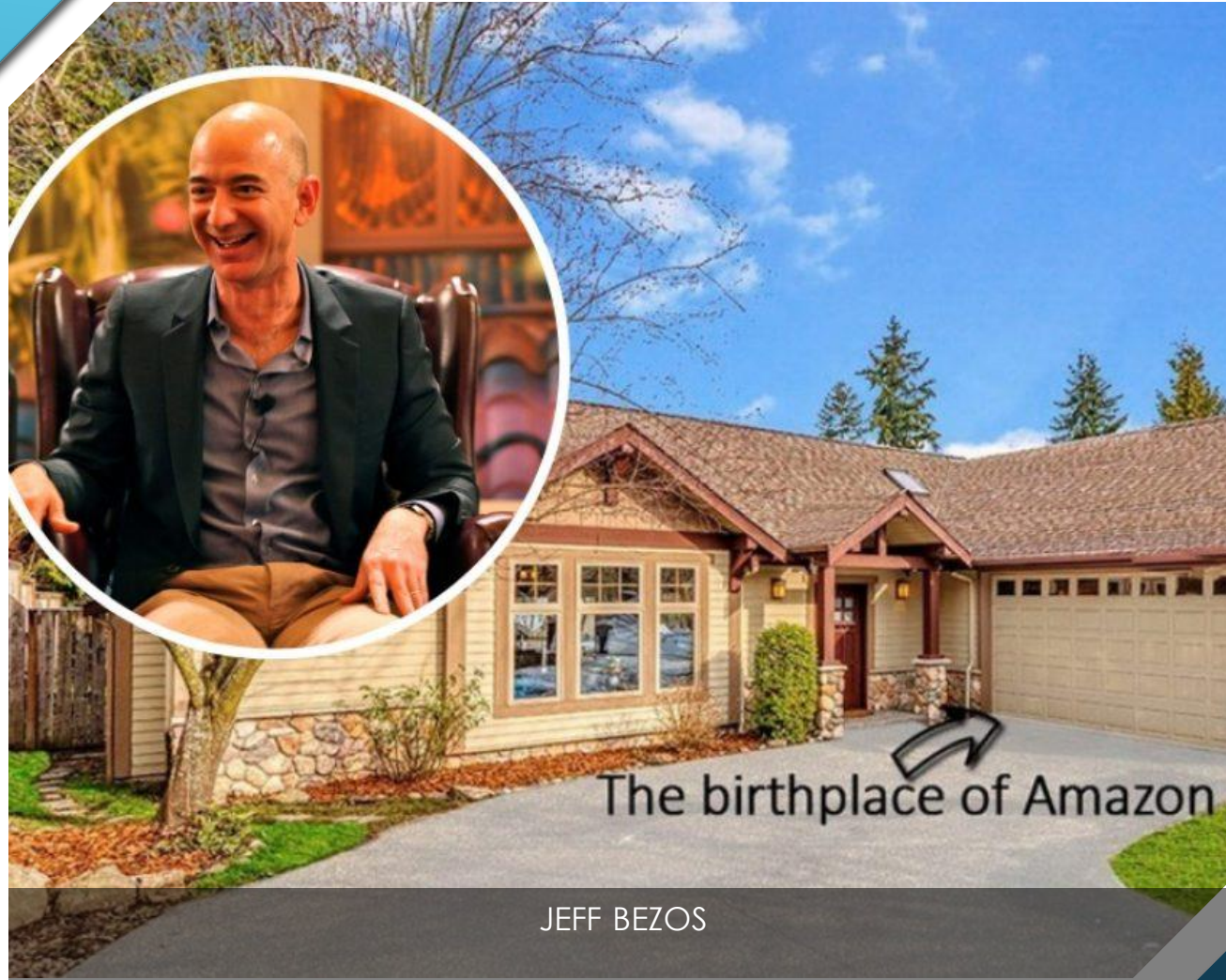


Amazon

- ▶ Denisa Pop(2113711)
- ▶ Alex Ghencian(2113713)
- ▶ Florentina Iancu (2113710)

Module name: Digital Skills and research methods



BACKGROUND OF THE ORGANISATION

- ▶ JEFF BEZOS FOUNDED AMAZON IN JULY 1994
- ▶ STARTING FROM HIS GARAGE.
- ▶ ONLINE MARKETPLACE FOR BOOKS
- ▶ ADVANCED TO SELLING PRODUCTS FROM a-z



COFOUNDER

- ▶ MACKENZIE SCOTT PLAYED A BIG ROLE IN THE FOUNDING
- ▶ AMAZON'S FIRST ACCOUNTANT
- ▶ ARRANGED SHIPPING AROUND THE WORLD

DID YOU KNOW THAT?



AMAZON IS NAMED AFTER THE LARGEST
RIVER IN THE WORLD

INITIAL NAME : CADABRA

In oldest days a bell would ring in the office
every time someone made a purchase.



- THE CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

FIRST INTENSE CHRISTMAS PERIOD FOR AMAZON CAME IN 1998 AT THE BOOK STORE . THEY DIDN'T HAD ENOUGH STAFF SO EVERYONE BROUGHT THEIR FAMILY AND FRIENDS SO THEY CAN HELP THE SMALL BUSINESS
TODAY AMAZON HIRES A LOT OF SEASONAL WORKERS SO THEY CAN FULFILL THE CUSTOMERS DELIVERY EXPECTATIONS



INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

- ❖ Amazon Robotics
- ❖ SLAM process (Scan, Label, Apply, Manifest),
- ❖ Amazon (Virtual) Dash Button
- ❖ Amazon Prime Air (drones)



Amazon robotics

Technology is one of the Amazon's most important tool for the business growth

- Started with 1300 robots
- In 2011 they reached 30.000 robots in 13 fulfilment centers
- Heavy lifting robots - can lift 750 pounds
- -15min / lifting process
- Can be used 24/7

Robots minimises the hiring costs , for trainings and the time for the production

Also they can help by reducing the work accidents

THE IMPACT OF THE TECHNOLOGY INTRODUCED



SLAM MACHINES

- ▶ scan packages
- ▶ Weight the packages
- ▶ Prints labels
- ▶ They make the packing and shipping process easier
- ▶ No staff needed



AMAZON DASH

Is a electronic device made for the purpose of making your shopping process easier

- They come in packs
- Each one has a button with the product brand , if pressed product it's orderd

In 2019 Amazon buttons were taken out from the market due to the technology ev olution



AMAZON AIR

- ▶ It's a service that helps deliver customers packages in 30 min
- ▶ The service can take longer if the package is overweight (5 pounds) and of course it has to fit in to the drone
- ▶ The machine can not leave the area of 10-miles
- ▶ The crafts can see any obstacles

LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

- STRONG COMPANY
- MANY POSSIBILITIES
- GOOD STRATEGY
- RAPID GROWTH





CONCLUSION

This is Jeff Bezos in this first Amazon office in 1999. He is now worth \$98.6 billion.

"DON'T BE AFRAID TO START SMALL!"

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