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Module Name: Workplace Culture and its Impact on organisational Efficiency

This report will look at the effects of the wider external factors along with covid 19 and ethical dilemma on organisation culture and performance. External factors that affect an organisation may be political, economic, social or technological. The same internal factors that lead to an organization's success inevitably characterize that organisation's relationship to the external environment in the broad areas. The company I have chosen to analyse in this report is Amazon. This company is an online retailer, manufacturer of electronic book readers, and web services provider that became the iconic example of electronic commerce. The business analytical tools that will underpin this report are Pestel and Porter's five forces model. A pestel analysis is a framework to analyse the key factors political, economic, sociological, Technological and Environmental influencing an organisation from the outside. It offers people professionals insight into the external factors impacting their organization. Porter's five force model is a method for analysing competition of a business. It helps to explain why various industries are able to sustain different levels of profitability. The five forces are frequently used to measure competition intensity, attractiveness, and profitability of an industry or market. At the end of this report I will outline my findings along with any recommendation I see fit.