

THIS IS A GROUP PRESENTATION ON AMAZON,
WE WILL SHOW DIFFERENT ASPECT OF AMAZON WHICH INCLUDES;

- AMAZON LEADERSHIP
- A BRIEF HISTORY ABOUT AMAZON
- AMAZON TECHNOLOGY
- THE CHALLENGE AMAZON FACES

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AMAZON LEADERSHIP

Hello my name is John D'souza and I will be doing a presentation about the company Amazon and its leadership within the company. According to Amazon CEO Jeff Bezos. Here are a few steps to great leadership with Amazon.

CUSTOMER OBSESSION

- ▶ Be customer centric.
- ▶ Work vigorously to earn and keep customer trust.
- ▶ Although leaders pays attention to competitors, obsess over customers seems to be a key factor.

INVENT AND SIMPLIFY

- Leaders expect and require innovation and invention from their team and always find way to simplify; be externally aware of new ideas from everywhere and are not limited.

LEADER ARE RIGHT

- ▶ Leaders tend to have a strong judgement and good instincts. They seek diverse perspective and work to disconfirm their beliefs.

LEARN AND BE CURIOUS

- Leaders are never done learning and always seek to improve themselves. They are curious about new possibilities and act to explore them.

HIRE AND DEVELOPING HIGH STANDARDS

- ▶ Recognize exceptional talent and develop leader to coaching others.
- ▶ They are continually raises the bar and driving their teams to deliver high quality products and services.

ACTIONS, THINKING BIG AND EARNING TRUST

- Decision and actions are reversible and do not need extensive studies.
- Create and communicate a bold direction to inspires results; thinking differently of ways to serve its customers.
- Listen attentively and treat others respectfully.

DISAGREE & COMMIT

- ▶ Respect and challenge decisions when you disagree, have conviction and tenacious: Do not compromise for the sake of social cohesion.

FRUGALITY

- Accomplish more with less, be self-sufficiency and resourceful with invention. Budget size or fixed expense.

DELIVER RESULTS

- Focus on the key inputs for the business and deliver with the right quality and in a timely fashion.

AMAZON ASSIGNMENT

STUDENT NAME:
Nikolay Fezlyski



- Amazon.com, is an American multinational technology company based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is considered one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Facebook.
- The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

What is Amazon ?

- Formerly named Cadabra, Inc., Amazon was founded by Jeff Bezos in Washington, United States on 5th July 1994 using \$250,000 investment, opening branch in the United Kingdom in October 1998.
- At the start, Amazon was strictly an online bookstore initially intended to use domain name, www.relentless.com.
- The name, Amazon, was chosen based on its meaning (exotic and different), which depicted the organisation vision. Also, Amazon is the longest river in the world which was aligned with its vision of growing to the largest retailer in the world. With over 76 private label brands as of July 2018 and with estimates to have over 2000 within 3 to 5 years (The Economist, 2014; Ladd, 2018; Byers, 2006).

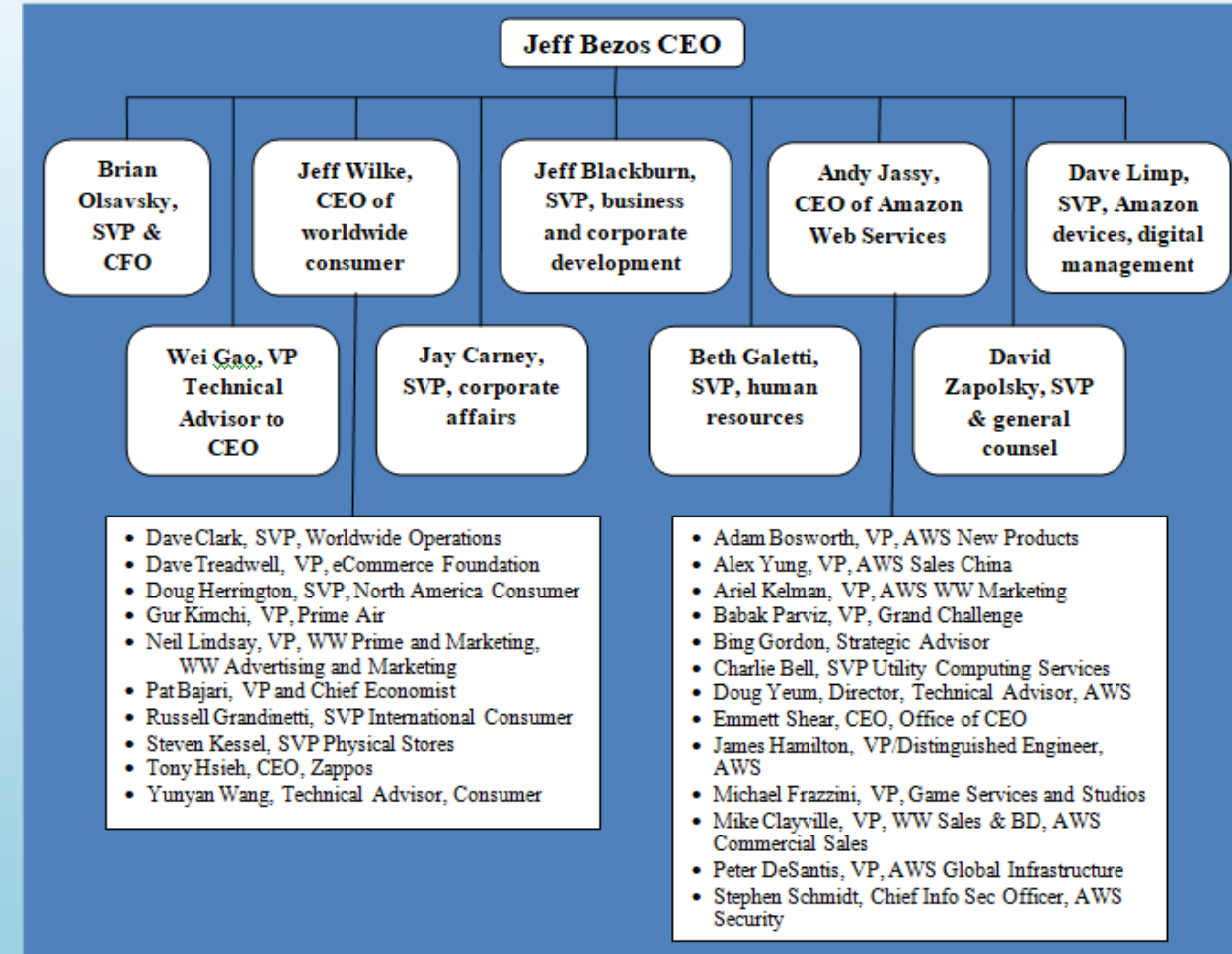
Background

- 1994 - Jeff Bezos founded Amazon
- 1997 - The organization went public
- 1998 - The company began selling music, videos and books
- 2002 - The corporation started **Amazon Web Services (AWS)**
- 2012 - Amazon bought **Kiva Systems**
- 2017 – Amazon bought **Whole Foods Market** supermarket chain

History years

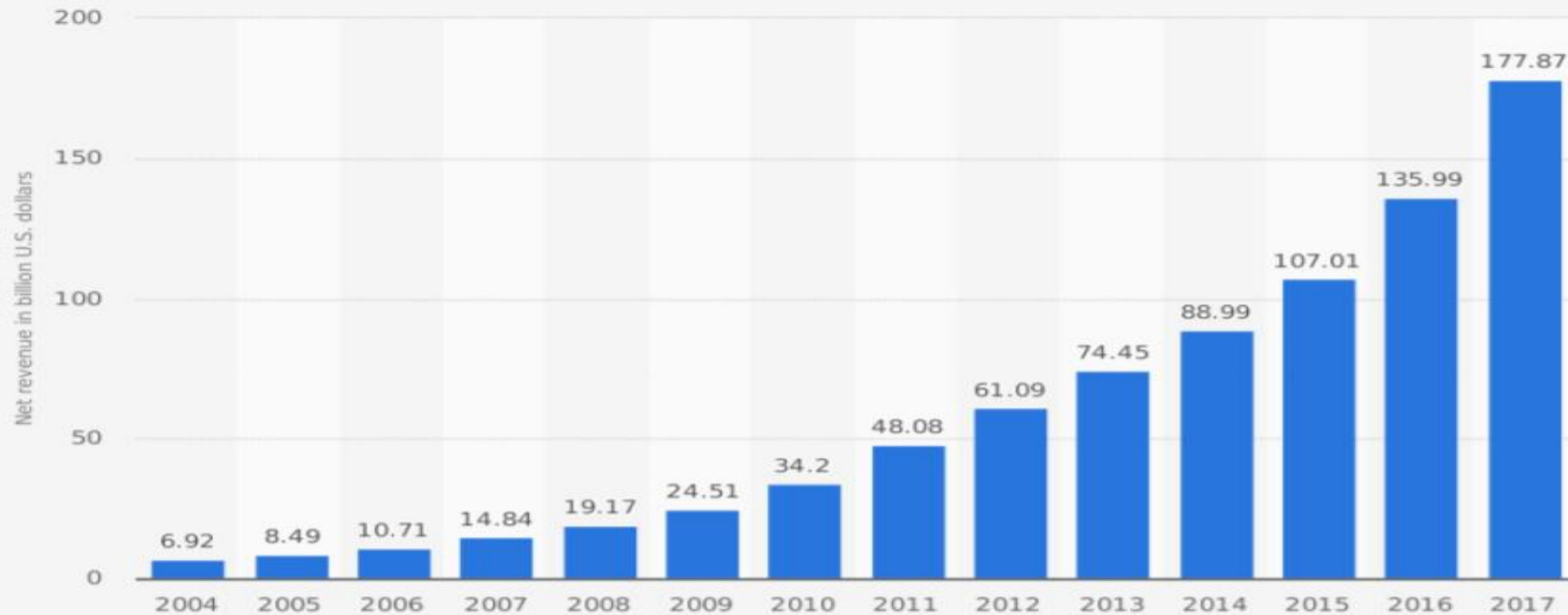
Key features :

- 1 - Hierarchical corporate structure
- 2 - Flexibility of the business
- 3 - Stability in the top management



Amazon Organizational Structure

Net sales revenue of Amazon from 2004 to 2017 (in billion U.S. dollars)



Source:
Amazon
© Statista 2018

Additional Information:
Worldwide; Amazon; 2004 to 2017

Net sales from 2004 to 2017 (in U.S. dollars)



AMAZON *ASSIGNMENT*

IVAN CHORBADZHIYSKI

(2010295)

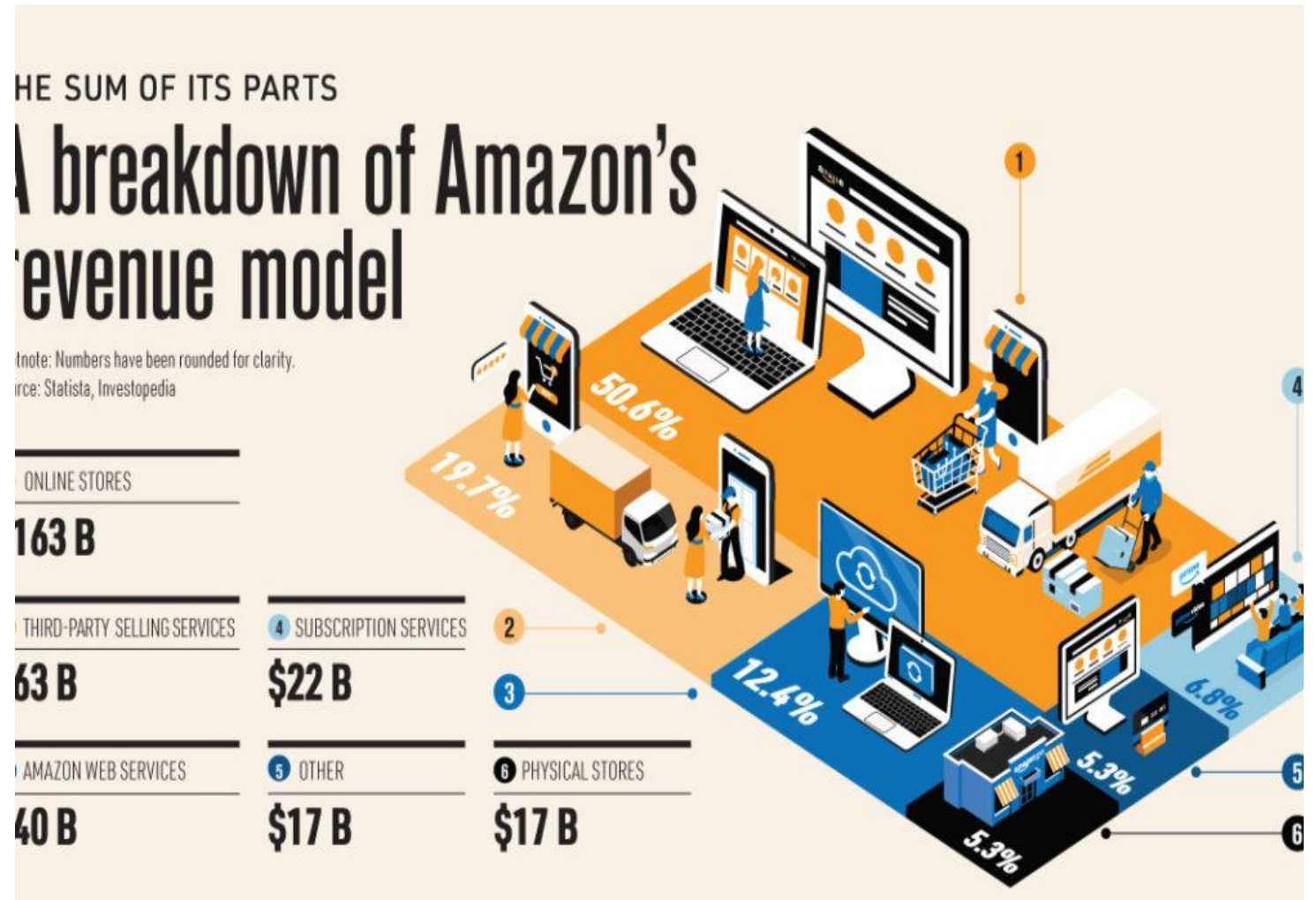


Strategy is about how businesses adapt the active and developing world. Thompson, M. Scott and Frank Martin (2014) suggested that this world is changing constantly regarding competition, fashion and scientific/technical knowledge. Therefore, the businesses have to be aware in order to manage their important resources, stakeholders and fulfilling customer's needs or expectations. First section of the essay will be focused on literature review where we'll be contrasting views on research conducted by different authors. Amazon's business history will be discussed including market value, market position, competitors as well as their strengths and weaknesses and strategy.

Technology plays an important role in business growth. Amazon started off with using 1300 robots in their fulfilment centres in 2011 and the numbers increased to 30,000 robots to be used in 13 fulfilment centres. The lifting capacity of robots is 750 pounds and it takes them 15 minutes to lift heavy weight from one place to another in the warehouse (Robert, 2016). According to an article “Professional Safety” (2019), Amazon has also managed to fit a new device in robots which helps them to recognise if someone’s coming from a distance and slowdown in order to avoid any incident; ensuring health and safety at the workplace. Robots help them to get the job done easier and quicker and they also contribute towards the success and growth of a company.

Robots can be beneficial in certain ways for a business such as they help in reducing the operating costs of the business which is related to manufacturing of products or moving high weight things. It will also help reducing the direct costs which include labour cost. For instance, Amazon has replaced human workers with robots which has direct impact on company's different aspects such as health and safety, training and employee administration. If they use robots, then they'll have less responsibility as compared to if they have an employee working for them (Mike, 2014).

Amazon relies heavily on technology as e-commerce is part of technology which is making them stand out from their competitors in the market. They are using digital technology to build relationships with their customers such as if a customer had a look at any product on their website, they send the customer a reminder via email, hoping that the customer might buy it and they also mention similar products which matches customer's search history. This is how they try to interact the customers and try to sell more products. They also have a 24-hour live chat support where the customers can ask any queries they have, whether it's regarding faulty products, refunds or exchange (Amazon, 2019).





The challenges before introduction of modern technology

Student:Hristo Slavov

“Our job is to invent new options that nobody's never thought of before and see if customers like them” -Jeff Bezos Ceo of Amazon

The challenges

For the past 20 years Amazon has turned from a garage seller book store to a giant worldwide company. With so many clients all over the world Amazon needs to put the customer on the first place. Their real challenge is to scale. Amazon faces many challenges over the years. The company was struggling with scaling e-commerce infrastructure and realising that many its intern



They developed AWS- Amazon Web Services.

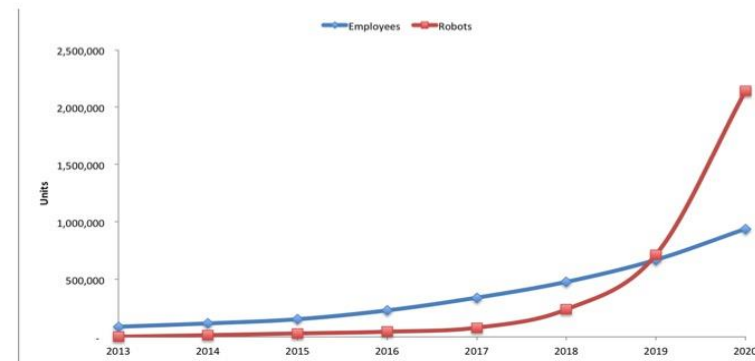
They did not only solve the problem, but found a new solution that opened up a huge business opportunities.

Cloud computing called AWS, are generates roughly \$3 billion in annual revenue.

As innovative company Amazon is trying to satisfy their customers with best and never seen service before.

When Amazon bought Kiva systems in 2012 they show that investing in robots is the future. The use of organisation in the warehouse.

Amazon Robots



Source CB
Insights



Logistic is a challenge. The company's using its own delivery, however they can not deal alone with all of. They use FedEx, DHL, UPS etc.

Their key for success is a quick delivery. Time is expensive nowadays, that's why implementing new tech logistic sites counting around 20 million m2 worldwide.

To face the challenge Amazon has build small warehouses close to cities, they allow the company to achieve delivery within 2 hours and represent the future of Amazon.

To be ahead of all the others, the high tech company introduced Amazon Go. It is a store in USA where customers are able to purchase a product without being checked out by a cashier. Many cameras and sensors are doing the job. To make this work, Amazon has to test the technology to work in crowds and over distances. The technology has been delayed due to more tests.



It is not sure that this technology would work in the supermarket, as it does in groceries now. The crowd there is much larger and could reflect the cameras and sensors. Amazon faces challenges all the time because it's an innovative high tech company which develops new technologies all the time for the customers.

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