



DIGITAL SKILLS AND RESEARCH METHODS (BMSW4003)

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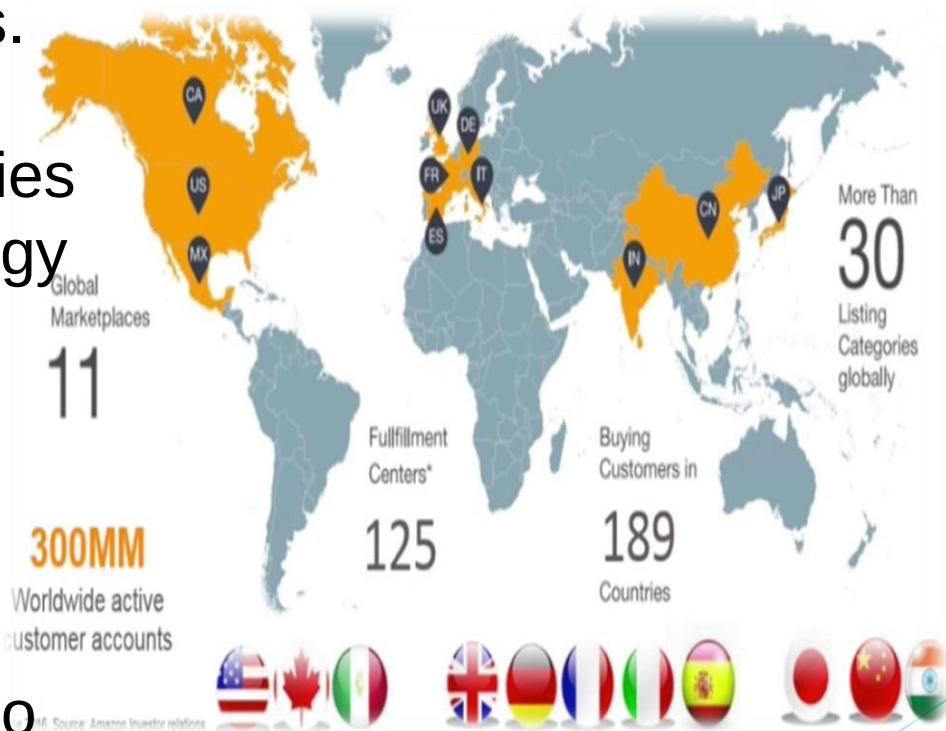
BACKGROUND OF THE ORGANIZATION



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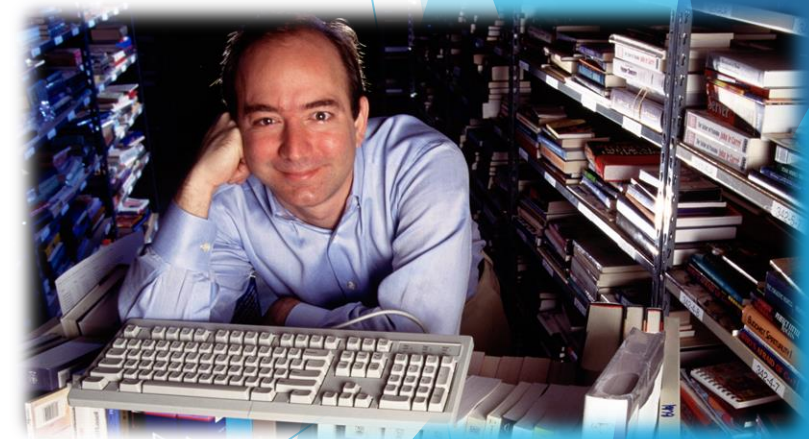
WHO ARE amazon ?

- Amazon is an American Company of E-COMMERCE and cloud computing services at all levels.
- It is one of the big five companies in the US Information Technology
- Its one of the few trillion-dollar companies in the world.
- 13 Countries with specific site dedicated for shoppers and also ships worldwide to more than 100 countries .

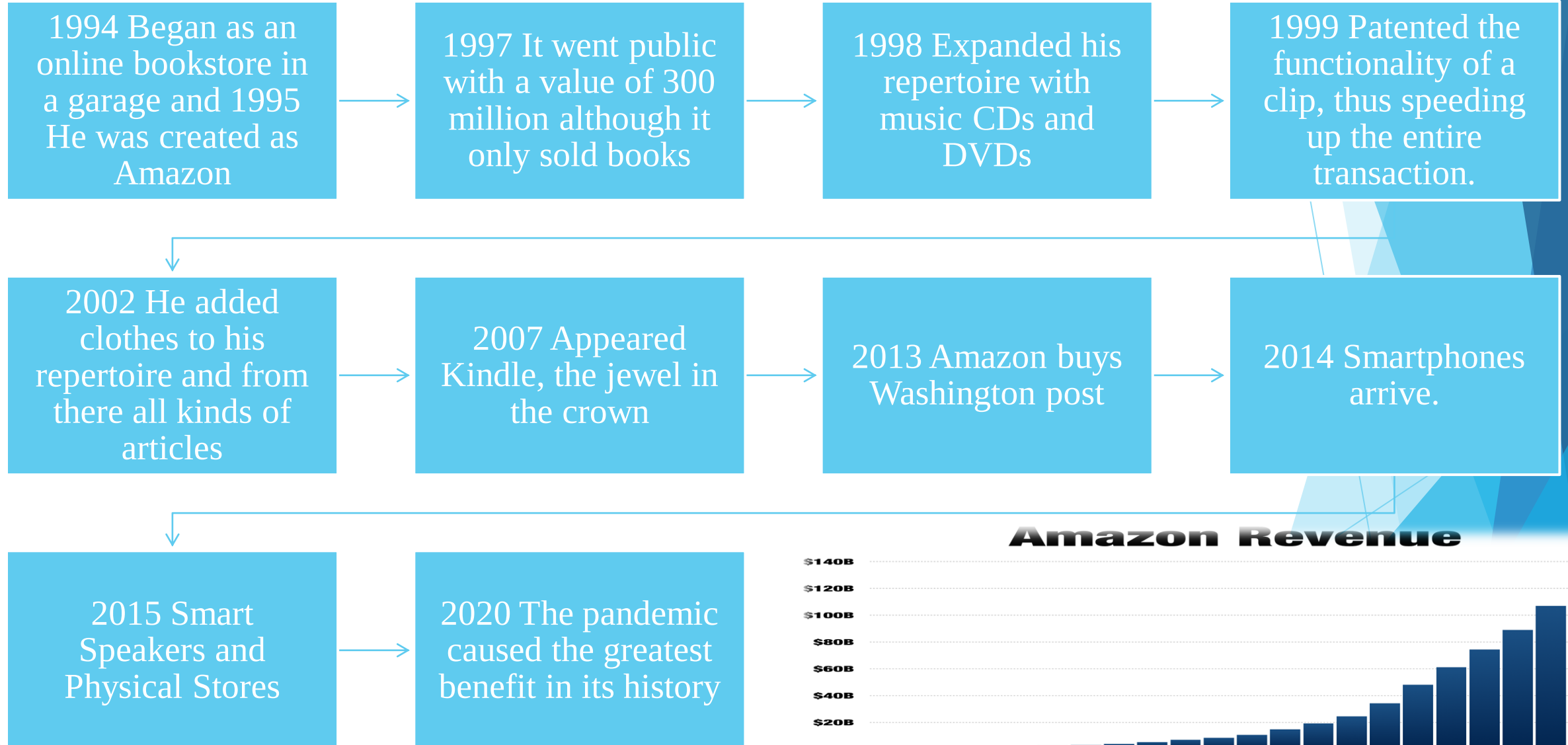




- ▶ Jeffrey Bezos with 34 years founded Amazon.com and Internet book store in Seattle in 1995.
- ▶ The indicial investment was 10 000 dollars, and because the exit 2 years after increase the value in the market like 300 million at the time.
- ▶ Actually Jeff Brezos it's the most rich in the world according the net worth.



EVOLUTION OF AMAZON



INTERESTING BACKGROUND FACTS



- ▶ The arrow represent a smile, witch mean that the company is focused in costumer satisfaction .



- ▶ Jeff Brezos wants to call his business Cadabra but his lawyer Todd Tarbert, advised him that not sound good and they decided to call like the most big river AMAZON.
- ▶ 19.5 millions people shop on Amazon daily.
- ▶ Very soon Amazon plans to use Drones for delivery in 30 minutes.

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DIGITAL SKILLS AND RESEARCH METHODS

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Modern Technology Introduction

Amazon Prime Air

Amazon Prime Air is a future delivery system that will deliver 2.3 kilogram packages to customers in 30 minutes or less using small drones. With Prime Air they are developing system that can improve the services they offer to millions of customers who are safe and environmentally conscious. Today, next generation research and development labs are rapidly experimenting on Prime Air and iteratively working to make their vision a reality. Yes it may sound like a science fiction but it is totally real. It seems like it will take a long time to commission the system. We think seeing a drone in future will be just as normal as seeing a cargo car on the road.



What We Need To Know About Amazon Prime Air Drone Delivery Service

- ▶ To use the Amazon Prime Air service, you must have an Amazon warehouse near your home.

Different drones will be used depending on the location.

To order, you must have a landing pad in your home or garden.

Sense and avoid technology.

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