



LCBB5005

PROJECT MANAGEMENT - ASSIGNMENT 1

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Information about the Organization

Amazon is the largest online retailer on the planet, enabling people and organizations to sell their items to the Amazon Foundation. Amazon was run by Jeff Bezos in 1994 in Seattle, Washington, and was actually an online bookstore. Amazon is making significant progress from its unique online bookstore, currently offering significantly more items and benefits and employing nearly 800,000 workers worldwide (Clement and February 2020). They even have their own real-time stage called Amazon prime video. Amazon Prime Video offers original Amazon, well-known online programs and movies, both sports and live. Given all the goods and ventures, Amazon suggests that no one is shocked that they are the fourth most important business on the planet according to the Forbes 2019 ranking (Hoffower, 2019). Amazon offers a huge number of its own items, which in addition include Echo, Dot or Echo. These items are controlled by the item we selected, such as Amazon Alexa. Amazon Alexa is Amazon's AI remote assistant, which is used for items saved earlier. Alexa was first powered in 2014 as an AI contributor to Amazon Echo's main sensible speaker (Etherington, 2015).

Analysis of the Global Retail Market for Ecommerce

Market analysis

Amazon is creating a progression of elements that include Alexa's inclusion in Echo, Echo dab, Echo Show, Echo Sport and Sonos One. One of Amazon's critical competitors is Google, as Alexa, Google has delivered an item called Google home, which is used and communicated by people just like Alexa. Google launched their item in 2017. So to Amazon, Google came up with a progression of items such as Google Home, Google Home small, Google Home max, Google Nest Hub and Google Nest Hub max. Like Amazon and Google, the last contender, which is Apple, was the first of three organizations to present a voice initiated involving a contributor in its elements called Siri. In 2018, Apple provided the HomePod, where Siri was included in the device and had the opportunity in no way to make various innovative highlights such as Alexa and Google Home. Among the three contenders, Amazon and Google rated their items, Alexa and Google Home, with a comparable target value of a total of \$ 100. In any case, Apple's HomePod is virtually three times the value compared to the other two gadgets. Despite the fact that Apple products are known to be expensive and popular all over the world, the HomePod has many limitations in the meantime, both Alexa and Google Home offer the same and improved accents at a significantly lower price. Similarly, Siri cannot recognize different voices in each case, Alexa and Google Home Pod can recognize the contrast between each individual who orders the gadget to do so. In addition, the gadgets of Amazon and Google can come to terms with their decisions, HomePod is not.

Trends

A trend toward information preparation combined with mechanical devices that can accomplish custom tasks, giving Amazon Alexa / Echo an unusual opportunity. Alexa may abuse the improved benefits of produced insight and voice ID programming, improved use of luxury music streams, and an extended longing for hands-free mechanical devices (Koksal, 2018). In the spring of 2014, the sound industry and microchip innovation industry could be a worthy deal for Amazon Alexa, which they say is in the home speaker class. In this class, the majority of people, both people, have shown a similar likelihood of claiming electronic sound equipment. According to the district, the US study shows that 50.8% of people in the Midwest own electronic audio equipment, which is the highest frequency known in the United States. In terms of salary, property owners who earn \$ 150,000 or more own 66.5% of electronic sound equipment. From the point of view of Canadians, consider the show that in 2019, about 40% of people have a brilliant speaker in their family unit (Statistics Research Division, 2020). The way Amazon coordinated and published Echo / Alexa when it first hit the market was through digital recordings of obvious topics such as fire, news and technology. They also chose to run supported Amazon Echo promotions on TVs through various projects over the past few years. They decided to vigorously promote in mass programs such as SEC and ESPN stations (Al-Mawlani, Shaikha, 2019).

Description of the Target Audience

The target market for Amazon Echo includes people between the ages of 20 and 40 (Amazon, n.d.). In context, they can manage the cost of the gadget and use it as a rich thing to appreciate the many intriguing innovative accents it brings to the table. Buyers in this age group will generally appreciate the evaluation of the new innovation, as they are seen as twenty to thirty years old, who are considered as initial, in order to have full access and understanding of this innovation. As stated in the Fortune article by Phil Waba, "Amazon Prime attracts younger and wealthier customers who are currently using the site to search for an inexorably diverse range of items." Those buyers who have excellent experience with Amazon have a decent measure of Alexa in their family unit, where they use it for no particular reason and deviation (Bulik, Beth Snyder, 2010). People in the objective market who buy this item will generally have a constant salary, which is the age and level of payment of normal Echo customers. Buyer research shows that the objective market speaks to people who can undoubtedly acclimatize the Amazon Echo in their lives. They can depend on the comfort of web-based shopping to order the latest innovative improvements that will help their lives and families in the future. Amazon Echo buyers attract customers who would like to sign an item that is innovatively best in its class and can do anything.

As Angelovksa (2019) points out, while many new mechanical elements are coordinated only at the age of twenty to thirty, research shows that more young people born after World War II are responsible for the huge volume of innovative online transactions. Alexa is being asked to create plain associations and eliminate the requirement for boring steps through the abuse of voice innovations. The ideal objective market crowd are those who are constantly busy using their hands and who can work with the landscape of the vocal order, which is in age, extending from the right of students to guardians. The information segment demonstrates that most Amazon Echo customers are small, so promotion and advertising provide more food for them, which will generally increase deals and benefits. Despite the fact that this item is mainly owed to buyers under the age of 44, older people could really benefit from the simplicity of new innovations and variations, which can be summarized due to the recognized linguistic accent of the item. Among a decent number of twenty to thirty year olds with a one-click age, it gives the Amazon Echo better intrigue and charm than humans.

Objectives of the Project Management Plan

Pursuing goals

Although this promotion effort will focus on Alexa in an expansive perspective, we may want to further extend the virtuoso idea of Alexa being executed in all aspects of one's home where it is appropriate to do so, rather "Insightful homes. " Reasonable homes can radically improve personal satisfaction in the house, which can be seen as a fantastic must for what we consider to be a potentially monstrous market that has not yet entered. At present, we can never have to take advantage of the inconvenience of others during an exacerbation of the infection, which is why we see the current COVID-19 pandemic as a huge chance to offer back to people in general and improve their day. to today's environment, just like our relationship with them. Home comfort is absolutely important to the billions of people around the world who are isolated in their homes, which is why we distribute 1,000 insightful home packages. At the same time, it will make our proposed message more meaningful than any other time in recent memory, just as we achieve our goal of behavior, which must be influenced in advance.

Project Plan Management

For this project to be able to be conducted, project plan management has to be put in place, which will help to monitor set schedules in terms on time, cost and risks.

Cost

This project research is aimed to cost £50000. The cost includes stationary, travel, research, analysis expenses and miscellaneous. This project research was self-funded.

Scope

The chosen topic for this project research is gender equality, and more specifically gender diversity and equality at Amazon.

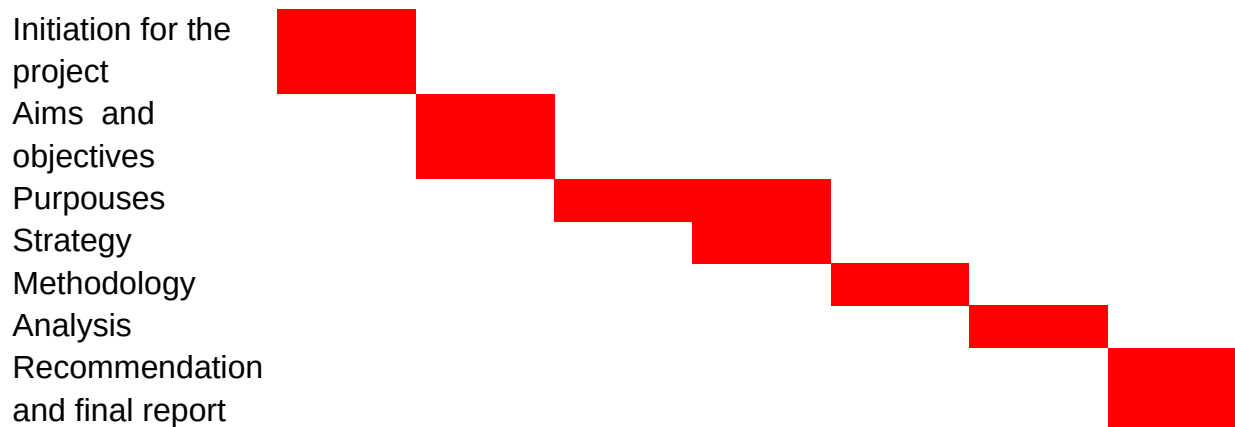
Time

This project research is aimed to take 6 months

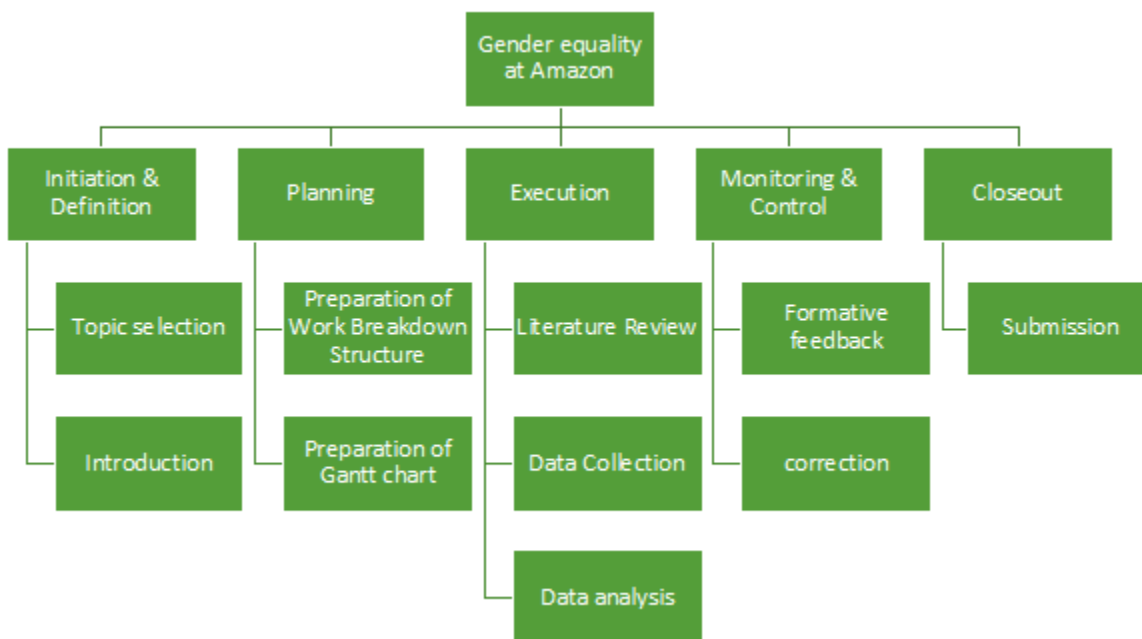
Quality

Quality of this project research depends on resources to be used. Therefore, to conduct this research project reliable, academic resources were used. Every information was confirmed with existing evidence.

Time table – project duration – 6 months



WBS



Purposes of correspondence

With this open-ended mission, we intend to discuss with the world that Amazon is not one of the best organizations in history indefinitely. We are where we are today, because we are here for individuals and by making a special effort to radically improve the lives of a million families, in such intense and uncertain cases, we would like to solidify this message in everyone's psyche while bringing out the problems. of the white world and improves our overall image.

Innovation strategy

Amazon has maintained its unique theme since the organization's inception, despite the fact that the organization has made several different changes to offer the theme to a wider audience. Originally as a bookseller, the imaginary system was based more on talking to people who valued understanding books. From that point on, the technology remains stable, but is slightly relocated to prove that it further engages innovative customers. Ads based around Alexa for Echo, Dot, or Echo Plus support a predictable theme. They repeat how best it is in the class and mechanically ahead of Amazon, as well as the remarkable and amazing capabilities of Alexa (Rawes, 2020). Talking to any type of AI or computer has always been a fun idea for most of the world, so Amazon

uses a wide range of light-hearted elements in its ads to make it easier for buyers. Amazon uses its inventive theme to grab the attention of observers, while showing the many features and benefits of the elements and Alexa in general. We intend to continue to implement these themes in our TV and web-based media ads in order to maintain a reliable message to our desired interest group.

Appeal messages

Amazon uses a wide range of offerings and styles through one of its unique promotional performances for Echo. The principle of the Echo business promotion involves a family that has never known or seen Echo or Alexa, but the father of the family clarifies how it works. Using parody, collaboration between each other and Alexa's family, the family can attract the observer's attention while receiving significant data about the innovation itself and how it works. The promotion consolidates the main advantages of the observers reliably during the playing time, which has a lasting impact on the observers, which allows them to continue to consider the brand after researching the advertisement. These topics will also be addressed and implemented in our mission, along with different models for different segment gatherings. We intend to highlight ads with a wide range of people, as burning homes are designed for a wide range of people.

Inventive style of execution

The main style of execution used is to show how much simpler Alexa can make home life, through exercises located in the family. Amazon works great by demonstrating the requirements that can be met with Alexa for things like setting a clock, getting plan information, turning on music or controlling home lighting, and setting an alarm for the first part of the day. In the Reverberation business, much of the voice is completed by a young man playing the girl in the commercial. This promotional entertainment for more experienced people who watch the ad, just as it increases the attention of younger people, who often get the urge to see or hear how other young people appreciate something. The innovative style of our advertising efforts is that we give this frivolous element, as well as relief for regular endeavors, when everyone can use some help. In the same way, we think that the huge gift would be a huge chance to offer back to the network, which has always been there for us.

Media strategy / layout

For our media combination, we need to focus exclusively on advertising through video promotions on the grounds that they can create visual sound. Alexa is an element based on innovation and through a video we can outline the motivation behind the element and say the best way to use Alexa, as the sound worked with the "Alexa" order. Ideally, ads should be placed in business openings on television, just like online promotions with various features - for example, before or during YouTube or newsstore

recordings, as well as through web-based media schedules in supported spaces. Despite the fact that people can go crazy with online media if the promotion seems mixed enough in the course of events, customers will stop watching it, thinking it's something that's meant to be on their show before they know it. that this is an advertisement.

Conclusion

Although we need to be as convincing as possible to cover the full market, we would prefer to have a slight inclusion of waste, rather than just covering the objective of the objective market. We don't see wasted inclusion as actually a loss in this promotion process, as overexposure can draw attention to people who aren't looking primarily for buyers or customers, but we apply a positive picture of Amazon to their brains. The enthusiastic intrigue that is being done in our promotion will revive everyone's mood, as many of them are located in a similar way at the moment due to COVID-19, but Alexa is an element that can help with easily overlooked details at home, which is the place we are generally attracted to late. As far as geographical inclusion is concerned, this would be the dissemination of public advertising. The coronavirus is a complete pandemic and currently everyone is facing a similar circumstance so that everyone can identify with the notification.

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