

MANAGING PEOPLE
LCBB5004
University of Wales Trinity Saint David

Topic: **Amazon**

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Introduction

This PowerPoint presentation will focus on the chosen e-commerce company and its organizational objectives within the resourcing activities that are the HR function is responsible for delivery. This PPT will initially provide an overview of the company and then will discuss the impact of internal and external factors in the current covid-19. Afterwards, it will discuss the concept of organizational objectives and how these objectives are met with the help of HR resourcing activities. Three resourcing activities will be discussed with a proper explanation on the related aspects and latterly how these external and internal factor impacts the resourcing activities will be discussed as well.

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Overview of the company

- Formation of the selected company Amazon with specific details
- Current Financial statistics and business it is presently involved



The American e-commerce organization Amazon is a multinational technology company which was founded Jeff Bezos. This company was established in the year 1994 on 5 July. Jeff Bezos is the CEO and this company offer retail goods through e-commerce Company to almost nations around the world. Headquarters in Seattle

that company offers various products worldwide. Currently, this company have generated revenue of around 50.724 billion Euros with an operation's income of 386.064 billion USD. Around 1468000 employees work under this company and have a net income of 21.331 billion USD.

INTERNAL FACTOR ANALYSIS

- Amazon has been the leading consumer's products company within the global market with strong brand value (Strengths)
- It has restricted business diversification with imitable products (Weakness)



Amazon is one of the leading consumer's product brands within the global market as this company holds the strongest brands within the consumer goods industry. This aspect helps Amazon to penetrate the new market and enhance their revenue (Thompson et al., 2020). However, as this company has restricted business

diversification and the products are imitable, this turns out to be one of the major weaknesses and still after investing in different products, various products can be imitated as alternatives for this company.

INTERNAL FACTOR ANALYSIS

- Product innovation can help the company to grow more (Opportunity)
- It has issues with product imitation (Threat)



Amazon can create its market through product innovation and with the help of this technique this can help this company to grow. New product innovation will attract new consumers and will ensure that other companies cannot imitate its products. However, products can be easily imitated and can be launched within the market by

other companies which will raise threats for this company and can reduce the brand value as well. Generic brand or the house brand is another reason for this company's threat to lower brand value as well.

EXTERNAL FACTOR ANALYSIS

- Current Political and Economic factors affecting Amazon and its business operations
- Current Social and Technological factors affecting Amazon and its business operations



The governmental politics is quite stable and makes balanced regulations for retail companies like Amazon, however, the recent covid-19 pandemic has impacted the and brought some new changes into the government such as certain restrictions like limited export-import activities which hampered the business. The recent inflation on the tax charges as well as elevation of employee salary has affected the revenue which is one the economic factor. As Covid-19 has almost stopped every kind of activity, retail companies must increase the prices and people are choosing cheaper solutions. Currently, people are more into generic as well as organic products due and they are

avoiding artificial products which impacted the company since most of its products are made through artificial ingredients. However, technology has helped this company a lot, as during the covid-19 period, the R&D teams have worked well for every consumer goods manufacturing company and it is quite the same for Amazon as well (San Juan et al., 2021).

EXTERNAL FACTOR ANALYSIS

- Current Legal factors affecting Amazon and its business operations
- Current Environmental factors affecting Amazon and its business operations



During the Covid-19 period, certain regulations were imposed such as restrictions in businesses, enhancement in the employment act or other legal rules which impacted the business operations of this company. Since many people have turned out to be environmentally conscious, they have been choosing products that are

environmentally friendly and this has helped this company to increase the brand value as it offers products like that. Carbon footprint is also minimal for this company as per reports.

Concept on Human Resource Management

- HR helps a company in coordinating as well as planning for better organization operations
- HR helps a company to make recruitments as well as a selection of talented employees



Human resource management is responsible for the coordination and planning of various aspects of the organization's operations. This department directs the administrative functions and takes important decisions which include proper strategic planning and creating a link between workers as well as the management. The

human resource management is also responsible for helping the company for making proper recruitments as well as a selection of talented employees within the company. They are highly responsible to have proper recruitment campaigns so that talented workers can be boarded to have effective organizational operations.

Concept on organizational objectives

- Organizational objectives in relation to resourcing activities
- Meeting the organizational objectives can help the company to enhance its operations and the brand value



Organizational objectives are the targets set by the companies and when achieved can help the organizations to grow as well as generate revenue. Identification of targets as well as taking proper actions for making them happen is beneficial and these objectives can help the companies to move in one single direction (Perera et al.,

2020). Meeting the organizational objectives can help the company to enhance its operations and brand value. Amazon can achieve organizational activities with the help of human resources management.

Organisational objectives within HR resourcing activities

- Organizational objectives which are related to the human resources activities like planning and recruitment
 - Organizational objectives which are related to the human resources activities like selection
- (Lloyd-Sherlock et al., 2020)

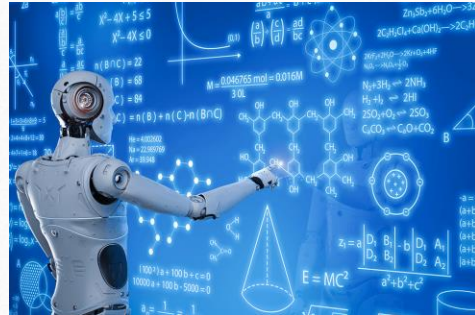


It can be stated that organization objectives can only be achieved through the proper human resource management as most of the objectives are parallel to planning, recruitment as well as selection. Through proper planning, the set targets can be achieved and for that, a talented workforce is required and for those human

resources active including these three is required.

Aspects related to planning

- Human resource management makes sure best fit among the employees and the jobs
- The human resources management ensure that proper, as well as suitable employees, are being taken for the best fit among the employees as well as the job (Hanifet al., 2020).



The process requires planning since, without proper planning, organizational objectives cannot be met. The HRM also analyse the labour supply and act according to this wherewith proper planning enable the business to meet their present as well as future demands.

Aspects related to planning

- Human Resources management forecast the labour demand
- They help in balancing the project by supporting the goals.



Human resource management also helps in forecasting the labour demands, which is one of the most important steps in planning during meeting the organizational objectives. In this process, the HRM of Amazon maintains the information of the workers and forecast that how much labour is required for a task (Graney et al., 2020). They are also responsible for making a balance between the projects as well as the targets and take preparation while planning for it.

Aspects related to recruitment

- The human resources management of Amazon is responsible for having talented employees on board
- They are also responsible to get the proper demand through recruitment drives.



The HRM of Amazon is responsible for having talented employees on board since are high requirements of employees within a company who ensure the proper gathering of the organizational demand and hence supply employees within the company. They are also responsible for getting the right number of workers for a specific task and implementing workers according to their qualifications.

Aspects related to recruitment

- Human resources are also involved in employee engagement
- They create various recruitment drives for attracting employees



The human resource department of Amazon is also involved in the employee engagement during the process of recruitment and through making the existing worker employed in different activities properly, the company can be able to meet the objectives very soon and thus creating a balance within the company (Fluharty and Fancourt, 2021). They help in the creation of proper recruitment drives through limited costs and thus recruiting talented employees within the company.

Aspects related to selection

- The HRM of Amazon locates the talents
- They share the best applicants with the hiring managers



The HRM of Amazon helps in locating the talents for the company and they select the most appropriate candidates for the company (Eskytė et al., 2020). The HRM shares the best applicants with the hiring managers and thus helping the company to get talented workers who can make the workplace effective.

Aspects related to selection

- The HRM creates a proper interview process for selecting suitable candidates
- Talented candidates help in meeting the organizational objectives effectively



The HRM creates the most proper interview process for the selection of suitable candidates, through which the company can select the most effective employees and thus make the workplace much more capable as well as executing the project within the proper time frame. The talented candidates help in meeting the organizational objectives effectively and this is only possible because of the resourcing activities of HRM.

Ways internal factors impacts mentioned resourcing activities

- As Amazon has a strong brand image it requires a lot of talented employees
- Since this company do not have diversification in business thus needs proper workers



As Amazon has a strong brand image it requires a lot of talented employees and the HRM is responsible for the recruitment of the new employees and thus supporting the brand image through effective working culture (Dieckmann et al., 2020). Since this company do not have diversification in business thus needs proper workers to bring into diversification in the business. The employees must be talented enough to bring into the innovative culture and accept the change as well.

Ways internal factors impacts mentioned resourcing activities

- Since Amazon needs regular innovation, this company should have proper planning and talented employees
- Proper planning is required so that other companies cannot imitate their products



Since Amazon needs regular innovation, this company should have proper planning and talented employees. With the help of proper planning, the company can implement innovation strategies which will help the company to grow and bring in innovation. Proper planning is required so that other companies cannot imitate its products and HRM is responsible for it as they will plan what innovative ideas and which employees will be employed within the project.

Ways external factors impacts mentioned resourcing activities

- Economic factors during the Covid-19 period is impacting the HRM activities
- Technological factors during the Covid-19 period is impacting the HRM activities



The economic factors during the Covid-19 period are quite unbalanced as it can be observed that the inflation rate is getting superior and consumer good company Amazon has certain issues with the HRM activities (Creaton and Heard-Lauréote, 2021). As the revenue generation is less, the HRM department cannot recruit employees and hence making the working place less effective. Technological factors however have improved a lot during this time and thus help the company and HRM activities to think of employing new workers in the R&D team.

Ways external factors impacts mentioned resourcing activities

- Social factors during the Covid-19 period is impacting the HRM activities
- Environmental factors during the Covid-19 period is impacting the HRM activities



Currently, people are more into generic as well as organic products due and they are avoiding artificial products which impacted the company since most of its products are made through artificial ingredients (Chadwick et al., 2020). This is also impacting the resourcing activities since consumers are more into organic products and HRM has to rethink the business structure as well for implementing workers for manufacturing organic products. Since many people have turned out to be environmentally conscious, they have been choosing products that are environmentally friendly and this has helped this company to increase the brand value as it

offers products like that. This has impacted the resourcing activities since lots of employee acts to the CSR activities as this company has fewer carbon footprints and talented workers can be attracted as well.

Conclusion

It can be concluded that every aspect stated above has been discussed with proper as well as ample information to get clear knowledge over the aspects. It can be stated that Human resource management also helps in forecasting the labour demands, which is one of the most important steps in planning during meeting the organizational objectives. In this process, the HRM of Amazon maintains the information of the workers and forecast that how much labour is required for a task, hence every aspect is clear in the above part.

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Thank
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