

Community Engagement

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Table of Contents

Introduction.....3

Discussion and analysis of Amazon 4

Conclusion 11

Reference List 12

Introduction

The efficiency in various roles in a company provides it with a competitive edge over its rivals in the market. Further, this study will focus on internal aspects of Amazon Company along with its potential consumers. Further, the importance of various responsibilities in the firm will be evaluated along with focus on training and development measures.

Discussion and analysis of Amazon

The sector in which it operates, the size, structure and explains its goals, mission and values

Amazon Company is a multinational organisation that operates as a major online-based marketplace, which consists of various household and luxury products. As of 2018, the organisation consisted of almost 647500 workers. Further, the company follows a divisional structure (ir.aboutamazon.com, 2019). The global sale of the company as of 2018 is US \$ 9401 million. On the other hand, the company has almost 35% share in the electronic commerce UK market share. This is due to availability of several departments in the organisation. This structural approach assists the firm to segment all its functions and decreases work stress from single entity. Further, all these divisions are governed and managed by separate managers, who are further accountable to higher authority of the company. All the departments are provided with appropriate resources for efficient functioning. This results in independent flow of operations and organisational activities. However, there is higher dependency among all departments and failure in one will lead to overall downfall.

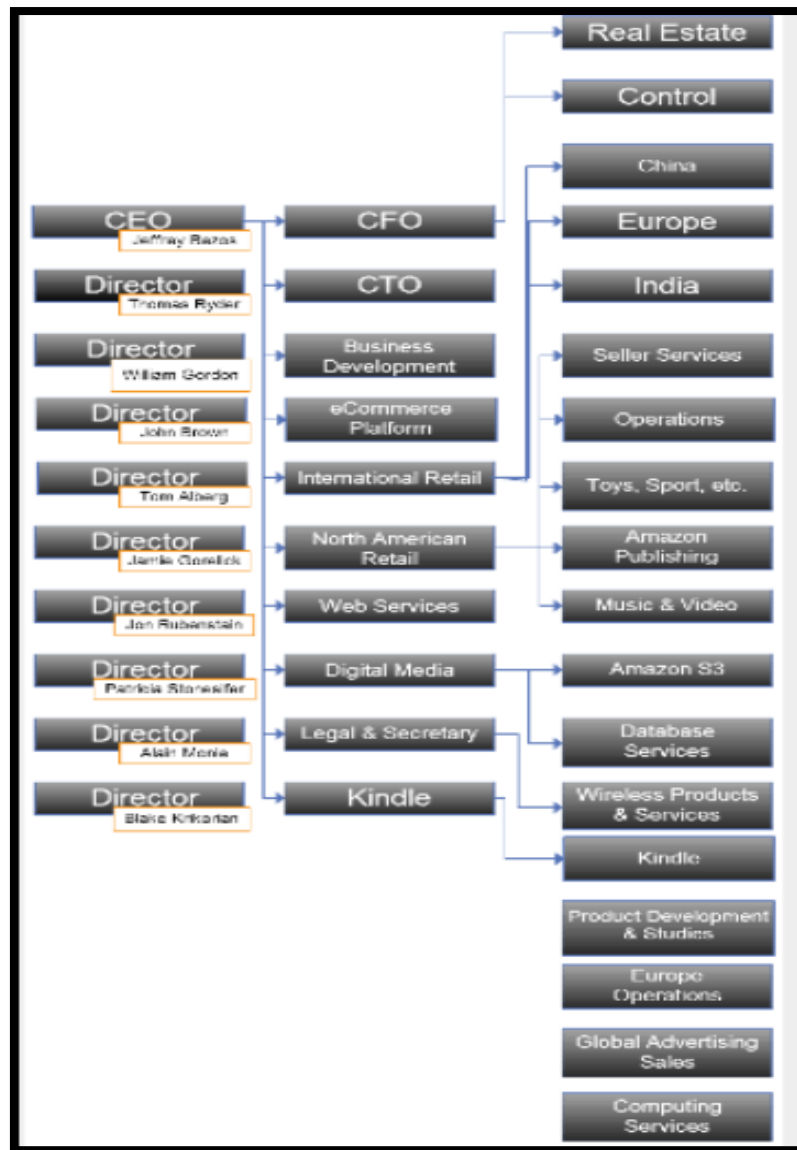


Figure 1: Divisional hierarchy in Amazon Company

(Source: theorg.com, 2019)

Mission: The Corporation emphasises on empowering and encouraging consumers in the UK market in the digital environment and improve overall living standards. Further, the aim is to attain economic competitive advantage through this approach and higher productivity.

Goals: The vision of Amazon Company is to value its customers and meet all their specific requirements. In this course, the company aims at establishment of effective customer-centred services through online platforms (aboutamazon.com, 2019). The major objective is to attain higher leadership in e-commerce industry and key characteristics of vision statement include global reach, widest product selection, and customer-centric approach.

Values: The five core values of the corporation in UK market are innovation, consumer obsession, ownership, frugality, and high scale of talent.

Identify its customers and what they expect from the organisation in terms of goods and/ or services

Amazon Company aims at evaluating significant customer segments and further, manufacturing appropriate products for all of them. The main target audience of the organisation are the consumers who are inclined towards online-based shopping. Based on age, the company targets segments and markets products appropriate for each of them. Moreover, this attracts the consumers who at acquiring quick products and comparatively lower prices.

The company is totally based on online platforms. Therefore, one of the major requirements of the consumers is proper representations of all the products on the site. Further, there must not be misleading information that can hamper the customer experience. Based on its higher reputation, majority of the consumers expect the company to deliver ordered goods within the lowest possible time and with appropriate quality as ordered. Efficient customer assistance and service is another major expectation of the buyers. This enables higher customer satisfaction and positive feedbacks. Moreover, the transactions of the orders are done majorly online based. Therefore, the company is expected to safeguard the private information of the customers from illegal activities and thefts.

Include a SWOT or PESTLE analysis to support your explanation

The major internal factors of Amazon Company, UK can be determined with the help of SWOT analysis.

Strength:

- The corporation is acclaimed as one of the leading global retailers and has effective brand awareness (aboutamazon.com, 2019).
- It has implemented rich strategies such as differentiation, cost leadership, and focus. This has helped it boost the sales structure and ratio.
- The level of technology implementation in the organisation is comparatively high in UK market and the same is responsible for its effective production.

Weaknesses:

- Strategies such as free shipping policies tend to reduce the profit margins of the company and can have major impacts in future operations

- The corporation executes its operations in zero profit margins, which means there is a lower scale of profit. This restricts the company to benefit from its higher acquisition of yearly revenue.

Opportunity:

- Based on its global positive brand image, the company has an opportunity to introduce products under own flagship and gain higher scale of profits
- The company can aim at proper international expansion and this will assist in gaining leadership in online retailing industry.

Threats:

- One of the major threats of the company is the Brexit movement. This will hamper its international trade systems and further, increase taxation rates for distribution procedures.
- The company relies heavily on online marketing; therefore, there is a high chance of internet thefts and cyber attacks.

Explain about the role of the employees within the organisation and how they support the organisation achieve its goals

A business organisation consists of various departments such as human resource, finance, operations, and marketing. In Amazon Company, the potential of the employees in these departments influence its ability to attain industrial targets and satisfy its corporate vision. Further, the major roles of the workers are:

- To obey and align own operations with organisation policies and aspects of employment contracts
- Collaborate effectively with the employer and higher authority
- Execute duties with higher diligence and effectiveness

Based on different responsibilities, the various positions in Amazon Company are executives, non-executives, managerial dignitaries, supervisors, and general workers. These positions perform different functions such as **logistics management, customer relationships, financial planning, marketing, IT structuring, and staffing**. Effectiveness in these roles ensures proper fluidity in all activities and the organisation is able to assure profound usage of all its resources. Further, this provides the company with a greater opportunity to provide the consumers with desired services and maximise the scale of customer satisfaction. Moreover, the organisation is able to achieve higher cooperation among all the departments and its employees, which elevates its culture and working

environment. The employee contributions in Amazon Company will be comparatively high along with effective involvement. Therefore, this provides the firm with an effective chance to implement new modifications in the structure and tackle various threats in the market environment. In terms of financial transactions, the company attains increased margins of cost profits.

Explain about training and development and why this is important to organisations

Training and development can be termed as a specific approach of an organisation towards improving performance of its overall workforce. Amazon Company practices these trainings to ensure that the working individuals are able to acquire specific skills and attributes, which will further benefit its future operations. With betterment in performance, the organisation will be able to attain its market goals and acquire greater level of cost margins. The improvement courses in the firm are mainly practiced through **Career skills** and **choices programs**. Moreover, the corporation has implemented “**The Associate to Tech**” program in order to improve technical skills among the workers (aboutamazon.com, 2019). In order to ensure lower stress among the workers in regards to these training programs, the company has implemented on-job training courses.

These training programs have been highly beneficial for the organisation. The rationale for the same can be ascertained through three aspects. Firstly, this delivers all the employees with opportunity to ensure own developments. This results in elevation in motivation levels. Secondly, this motivated approach enables all the workers to contribute efficiently and the performance of the firm is increased. Amazon through this is able to yield higher quality of products and generate greater buyer satisfaction. Thirdly, this assists in development of higher potential among employees to work in proper cooperation. This improved team working ability enhances organisation culture.

Select a role from your chosen organisation and explain the importance of this role to the organisation

Amazon Company has significant departments and roles. One of the key roles of the organisation is the responsibility of a **warehouse manager**. Based on the greater scale of production and global distribution of the goods manufactured by the corporation, this role is highly significant. The warehouse manager is a significant determinant in the supply chain of Amazon Company. The major responsibilities of the individual are to oversee receipts for **dispatches** and **exports** of all the products from the storage compound (Tatham *et al.*, 2017).

Further, this individual coordinates and enforces various distribution programs and identifies the most suitable channel for the same. In addition, this candidate ensures that all the export and import operations of the organisation are aligned with appropriate industrial policies. The various staffing

maintenance in the warehouse by the manger and this includes recruitment, training, and orienting new workers. Effectiveness of this individual signifies the potential of the company to ensure that appropriate products are delivered to the customers.

Explain the skills and knowledge needed to carry out the role.

In order to execute all tasks in this department, an individual is required to poses appropriate and efficient attributes. Six major skill requirements for warehouse manager are:

- **Effective knowledge about software systems:** Amazon Company relies heavily on advanced technologies to execute all its tasks. Further, for effective distribution, the corporation has implemented “Warehouse management software systems” (Yew Wong *et al.*, 2014). Therefore, the manager must have proper information about this system and its deliverables.
- **Ability to identify key automations:** Amazon Company is subjected to high scale of distribution due to its global presence. Further, this requires higher automations such as robotics (Dubey *et al.*, 2018). Therefore, the manager must have appropriate research abilities to implement advanced automation techniques.
- **Understanding of warehouse framework:** Distribution in the company is carried out through a proper channel assisted by a specific layout (Kotzab *et al.*, 2018). However, the manager must be able to maintain the framework and implement modifications to enhance its flexibility.
- **Ability to maintain safety:** Distributions include heavy machineries and intensified operations. Therefore, the manager must be able to chalk out proper safety regulations and monitor all tasks in the company’s warehouses.

Explain what training and development requirements need to be considered.

In order to meet the requirements for the role of a warehouse manager in Amazon Company, an individual must aim towards involvement in key trainings. Some major development programs for the same are:

- **Inventory management trainings:** These training programs will provide an individual with an opportunity to gain knowledge about the various machineries that are majorly used in warehouse management. Further, with support of this, the candidate will be able to ensure proper incorporation of these technologies for various operations.
- **Logistics development programs:** Through this, an individual will be able to acquire information about logistics and transportation scheduling (Suttiwatnaruput *et al.*, 2014). This

will assist him or her in future decision-making and benefit the company in terms of importing and exporting products.

- **Leadership training courses:** A manager must be able to guide all the members towards successful results and this will require efficient leadership attributes. These trainings will develop the leadership qualities in an individual and enhance his or her interaction ability with all working members (McKinnon *et al.*, 2017). Further, the individual will develop teaching abilities, which will assure proper development of all individuals in the department and proper allocation of responsibilities among all.
- **Soft skill development courses:** An individual in the managerial post of an organisation must have effective soft skills such as communication, time management, and patience. Proper development in these attributes will enable a manager to assure proper breakdown of tasks and establish higher understanding with all working individuals (Cronjé, 2015). Further, there will be lower chances of conflicts in the group and elevate quality of work.
- **Online database programs:** Since Amazon Company is based on online marketing, it is important that the warehouse manager have proper knowledge about the various technical software platforms such as “Warehouse management database systems”. Therefore, this will enable the manager to maintain and modify the system effectively and assure proper generation of distribution.

Include a conclusion about what you have found out about the organisation

With the help of the above discussion, it can be understood Amazon Company is heavily dependent of technological based systems for its operation. The rationale for the same can be determined through the company’s approach towards online marketing procedures. In addition, based on its large scale of operations, the corporation follows a divisional structure, which elevates the degree and quality of its operations. Moreover, the company lays greater focus on employee improvement in order to achieve its goals. This is done through extensive continuous training programs and on-job development courses such as “A2Tech” sessions. This is practiced generally to improve technical attributes of all the members. Further, the organisation’s biggest strength is its marketing strategies that have helped it to create a unique identity in the vast global industry. However, these approaches have limited its physical evidence in offline marketing and will be affected by the Brexit movement in UK.

Conclusion

With the help of the analysis, it can be understood that all the roles in an organisation contributes effectively to its success. The study focused on the various factors of Amazon Company and its strengths along with opportunities. In addition, the influence of various roles on the organisational performance has been evaluated with impact of training programs on the same.

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