

Student Name: Soham Kachhadiya
Student Number:2328821
Course Name: Human Capital management
Lecturer Name: Nishi Ramsurrun
Session: June 2024 Term



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Table of Contents

✓ Introduction of chosen organization.....	Slide 3
✓ Strategic Goal of Chosen organization.....	Slide 4
✓ Job analysis	Slide 5
✓ Job Description.....	Slide 6
✓ Person specification	Slide 7
✓ Required skills.....	slide 8
✓ Pay and working conditions.....	Slide 9
✓ Flexible working arrangements.....	Slide 10
✓ Conclusion.....	Slide 11
✓ List of References.....	Slide 12

Introduction of



- ❑ Amazon is the first large company that sells goods and services over the internet it was founded by Jeff Bezos in 1994. Amazon started out as an online book store then it grows quickly to add new items such as DVD's, video games, electronics, clothing and more to the extent that the company logo symbolizes means that they sell all products from A to Z.
- ❑ Amazon.com try their best to get customer loyalty and trust. They offer state shipping service and they have many retail stores in different countries. It also purchases customer data and information to achieve customer needs and wants. Amazon is one of the first in the world to sell online and has many competitors like: ebay, rakuten and flipkart. Therefore, amazon has own over 40 subsidiaries includes: Zappos, Shopbop, IMDb, Amazon Prime, Alexa, Appstore and Amazon Drive.

Strategic Goal of Amazon

- ❑ **Grab and Go** – One of the latest strategies by Amazon is Grab and Go. In this strategy, they rent or purchase the place near 7000 to 14000 sq ft. and they sell meals, snacks, weekly essentials, seasonal produce, prepared foods, bread, alcohol, supplements and local specialties.
- ❑ These quick shops provide an advanced cart like the Amazon Dash Cart, powered by advanced computer vision technology. Moreover, they also provide options to check out and navigation so anyone can easily enhance their shopping experience.
- ❑ Amazon launched these types of shops to compete with the big sharks of the market like Tesco, Sainsbury's and Lidl. In the Amazon Dash Cart, they offer check out less shopping, so people save their time.



Job Analysis



- **Product Manager**
- Defining the product's long-term mission
- Conducting market assessments
- Defining and tracking success metrics

Job Description

- Assessing the market trends
- Analysis of the market changes
- Improving the brand performance
- Lead production
- Responsible for sales and promotion of new products
- Lead person in new product development
- ability to influence engineering decisions
- Ability to analyse and interpret data
- Ability to assess market trends and competitor activities

Person Specification



- 5 Proven years of experience working as a product and development manager of a renown company
- A recognisable UK degree with a 2.1
- Fluent in English and any other european langauage

Required Skills

- Data management skills
- Decision-making skills
- Problem-solving skills
- Team leading skills

Pay and working Conditions



- Senior Product Manager at Amazon is £48–£69 thousands per year
- Implemented modern innovations for monitoring process
- Product managers at Amazon often work full-time

Flexible working arrangement



- Flexible working hours for employees
- Offering career development programs for workers
- Providing rewards and promotions based on the performance of employees

Conclusion



- Product of Amazon required the ability to access the market standards
- Providing flexible working hours for the employees
- Paying the employees on the basis of their capacity

List of References

amazon.com (2024) Amazon.com. spend less. smile more. Available at: <https://www.amazon.com/>
(Accessed: 29 July 2024)

- Big Business Problems Amazon is Trying to Solve with Machine Learning. (2019). Retrieved from <https://blog.goodaudience.com/5-big-business-problems-amazon-is-tryingto-solve-with-machine-learning-86247af08897>
- Polacco, A. & Backes, K. (2018). The Amazon Go concept: Implications, applications, and sustainability. *Journal of Business and Management*, 24 (1), March, 79-92. DOI: 10.6347/JBM.201803_24(1).0004.



THANK
YOU