



KNOWLEDGE AND INFORMATION MANAGEMENT SKILLS FOR THE WORKPLACE

Task 1



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Table of Content

Introduction.....	2
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Introduction

The aim of this report is to discuss the importance of knowledge management (KM) for the organisation called Amazon. Likewise, the report will also contain information regarding the approach that Amazon took to facing global pandemic (Covid19). It will evaluate one of the scenarios that Amazon faced to maintain good customer service.

Amazon started out through Jeff Bezos in 1994. At the time, he was working in storage area in Bellevue. The business begun out as a web bookseller and went on to gotten to be the world's biggest non-travel e-commerce trade. In 1997, the company went public as there was high demands on the products provided. In the same year Amazon introduced music and movies to its customers, and within a year (1998), Amazon launched two offices in the United Kingdom and Germany and continually expanded their business. Amazon is one of the biggest companies in the USA worth 1.7 trillion according to the wealth record.

This report will evaluate some of the KM tools that Amazon is using to ensure outstanding and reliable customer services to its clients.

The main expectation of this report is to show the understanding of how important knowledge is management in a business such as Amazon. For example, how store data warehouses/data marts help the business in expand or providing better services and product in the close future and how they use KM to share the company's knowledge information within the company itself and customers and other companies that for with Amazon. Likewise, to show and explain how Amazon provided nonstop services throughout the global pandemic. Furthermore, the report will show how and where Amazon can still improve in the future.