



Amazon

Assessment 1 group presentation

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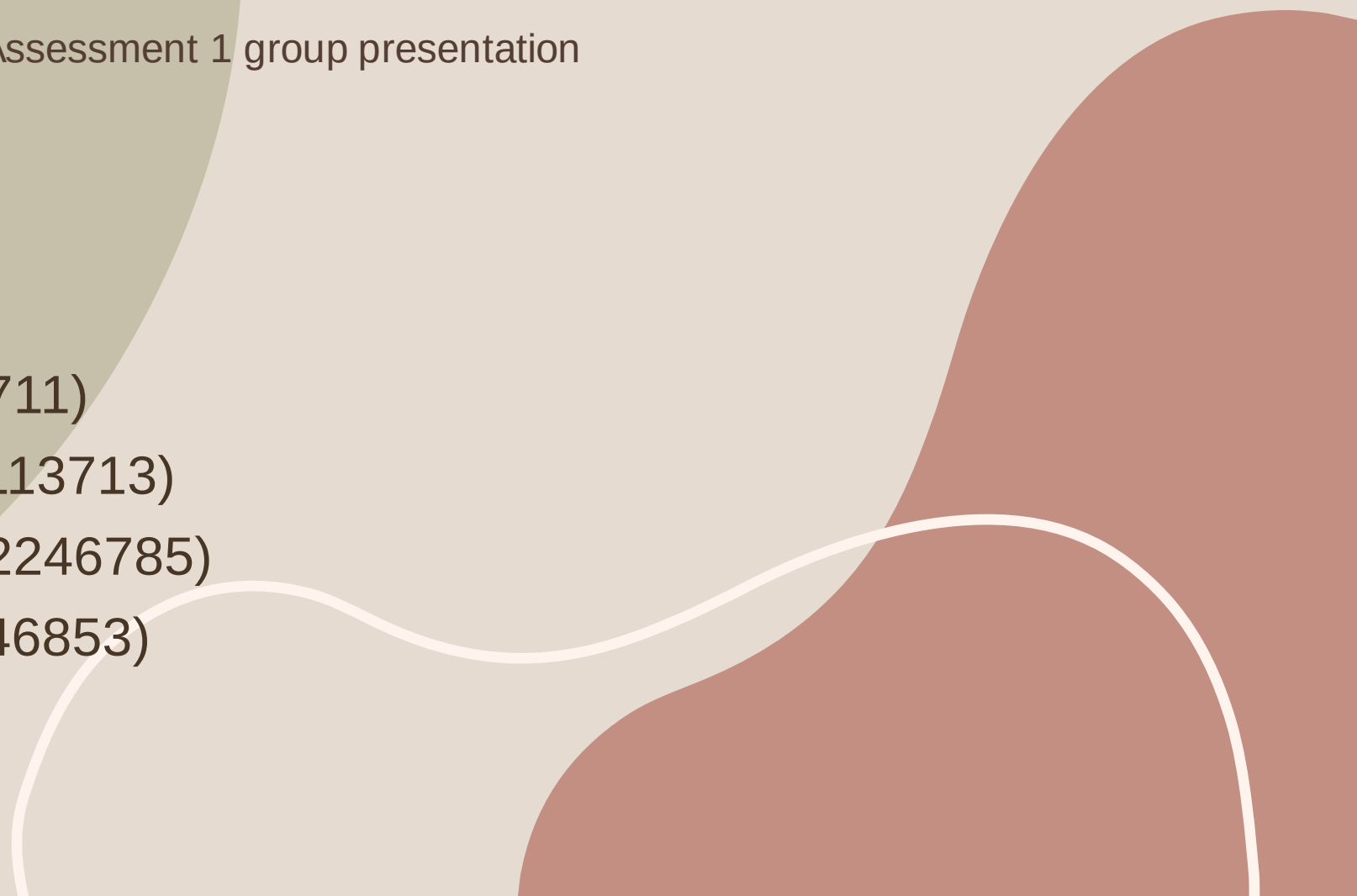


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Background

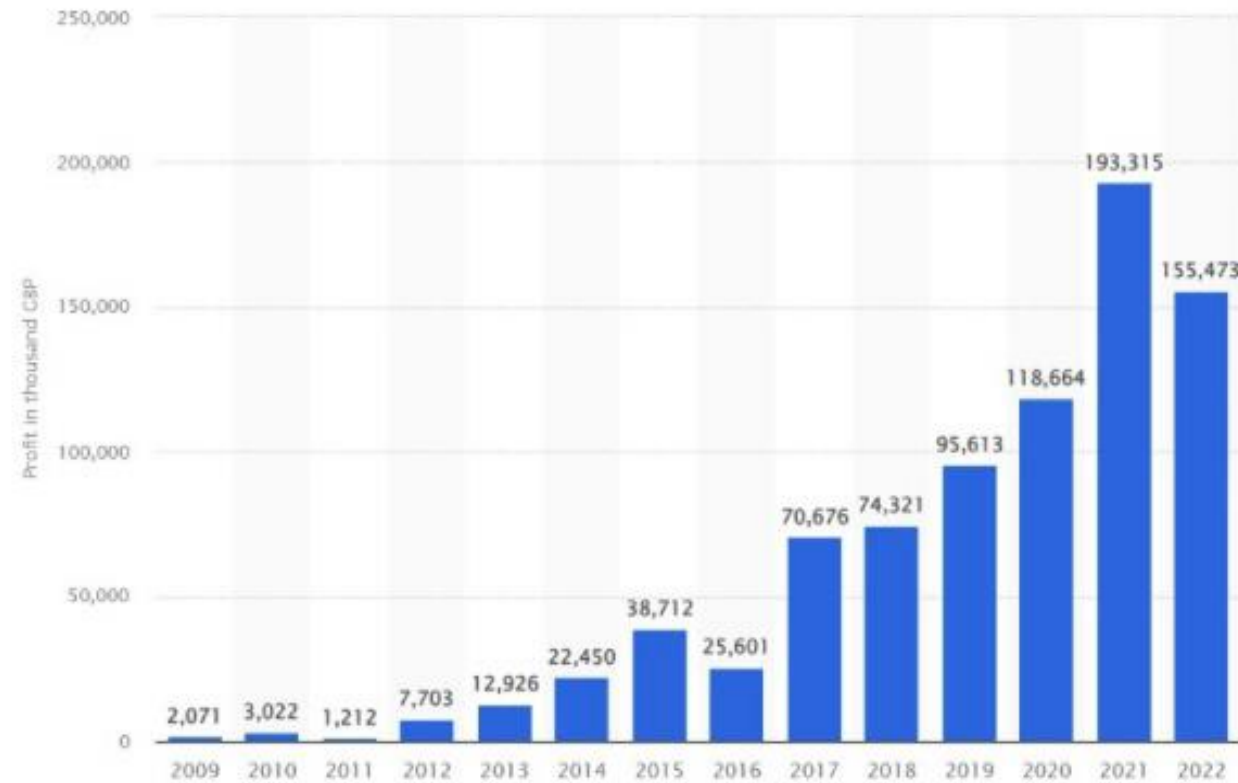
- Amazon UK was launched in 1998, initially as an online bookstore (Amazon UK, 2023). This was part of Amazon's early international expansion, which also included sites in Germany and France. Over the years, Amazon UK has significantly expanded its product range to include electronics, fashion, home goods, groceries, and much more, mirroring the growth and diversification seen in the US parent company.
- While Amazon UK operates similarly to its US counterpart, it has made adaptations to better suit the UK market. This includes local partnerships, adapting to UK consumer laws and preferences, and offering services tailored to the UK audience.
- The company's portfolio has expanded well beyond its initial retail focus, now encompassing a diverse array of products and services. This includes ventures into video streaming, audio entertainment, and cloud computing. Additionally, Amazon has made notable strides in the development and application of advanced technologies, particularly in the fields of Artificial Intelligence and Machine Learning, further broadening its business scope and technological influence.



Performance

- In recent years, Amazon and its array of services have garnered significant consumer preference across Europe. Notably, in the United Kingdom, Amazon's net sales have exhibited a remarkable doubling since 2018, positioning the UK as Amazon's second-largest market in Europe, following Germany. The UK is also a pivotal European location for Amazon in terms of the number of fulfillment centers. Within this region, Amazon's supply chain and logistics operations are conducted under Amazon UK Services Ltd., which reported an income surpassing 155 million British pounds as of December 2022 (Statista, 2023).
- Nevertheless, the e-commerce sector experienced a downturn in 2022, impacting Amazon's global operations, including those in the UK. In early 2023, Amazon announced its first significant workforce reduction, attributed to the closure of multiple warehouses within the UK. This period also witnessed the cessation of the Book Depository, an online UK bookstore acquired by Amazon in 2011. Furthermore, 2022 marked a strategic shift for Amazon in the grocery sector. The company halted the expansion of its Fresh and Go stores, indicating a reassessment of its in-store innovation strategies amidst intense competition in the grocery market.

Amazon UK 2009-2022 Net profits in 1000 GBP



Details: United Kingdom; Amazon UK Services Ltd.; 2009 to 2022; financial year ends December 31 of each year.

(Statista, 2023)

Competitors

Amazon UK faced competition from a variety of sources in the e-commerce and retail sectors. The competitive landscape is diverse, including traditional retailers with online offerings, specialized e-commerce platforms, and other tech giants venturing into the retail space. Since the start of the year Amazon has lost over 1 million daily mobile app users in the UK. In January 2023 around 9.3 million daily shoppers used its app, a figure that has since declined to 8.3 million (GWS Solutions, 2023).

Main Amazon competitors:

- **eBay UK:** eBay is a significant competitor in the online marketplace sector. eBay has also seen its fortunes turn, with daily mobile app users declining by nearly 2 million since January 2023 to 4.2 million.
- **Argos:** A leading digital retailer in the UK, Argos competes with Amazon in various product categories. It offers the advantage of a physical store presence along with its online platform.
- **Currys PC World:** Specializing in electronics and appliances, Currys PC World is a key competitor in these categories, offering both online and in-store shopping experiences.
- **Temu:** launched in April 2023, saw its daily mobile user numbers grow sharply in one month's time to around 3.5 million.

- **Shein:** doubled its daily users from 1 to 2 millions.
- **Asda:** is a competitor in the grocery and general merchandise sectors.
- **Google and Apple:** In the realm of technology products, cloud services, and digital content, tech giants like Google and Apple are competitors. They compete with Amazon in areas such as cloud computing services, digital music, and video streaming.
- **Tesco:** As the largest supermarket chain in the UK, Tesco competes with Amazon, particularly in the grocery segment. Tesco's online grocery service is a significant competitor to Amazon's grocery offerings.
- **ASOS:** In the fashion sector, ASOS is a major competitor, particularly for younger demographics. It's an online-only retailer offering a wide range of clothing and fashion products.
- **John Lewis & Partners:** This is a high-end department store chain in the UK known for its customer service and product quality. John Lewis has a strong online presence and competes with Amazon in home goods, electronics, fashion, and more.

Amazon managers: Skills and Tasks

- **Managers:** Are individuals responsible for planning, organizing and overseeing activities of other people within an organization to achieve specific goals and objectives (Robbins and Coulter, 2021)

Key Managerial Skills: “Essential Skills for Amazon Managers”

- **Leadership:** The ability to guide and inspire team, set a vision;
- **Decision-Making:** Managers at Amazon need strong decision-making skills to navigate complex situation and make informed choices;
- **Communication:** Effective communication is crucial for conveying ideas, instruction, and feedback clearly to team members;
- **Adaptive Leadership:** Navigating Amazon's fast-paced environment;
- **Technical Proficiency:** Understanding and utilizing Amazon's technological infrastructure.

Operational Excellence: “Driving Operational Excellence”

- **Task Prioritization:** Efficiently managing multiple responsibilities;
- **Customer Obsession:** Prioritizing a customer-centric approach;
- **Problem-Solving:** Addressing challenges in a dynamic environment.

Innovation and Collaboration: “Innovation, Collaboration, and Results”

- **Innovation and Creativity:** Encouraging a culture of innovation;
- **Collaboration:** Fostering teamwork within and between teams;
- **Feedback Loop:** Providing and receiving regular feedback.

Continuous Learning and Conclusion

Title: "Continuous Learning and Managerial Success"

- **Continuous Learning:** Prioritizing ongoing skill development;
- **Managerial challenges:** Handling rapid growth, maintaining a customer-centric focus;
- **Ownership and Accountability:** Taking responsibility for outcomes;
- **Conclusion:** Summarize the key skills and their impact on Amazon's managerial success.

Factors which influences group and team behavior

- In the following slides, we will discuss the behaviors that can affect or influence a group or a work team, as well as what they are and how they are defined

Factors that can affect the team work and groups

Communication:

- Be clear
- Choose your words
- Consider your tone, body language, know when to stop (Reffill, no date)

Culture:

- Respect the o belief rituals and values of others members
- Use symbols and a language that anyone can understand (Reffill, no date)

Leadership:

- Be part of the team
- Motivate your team
- Must have critical thinking and decision making (Reffill, no date)
- Never forget about the MOTIVATION !!!!

Groups vs Team

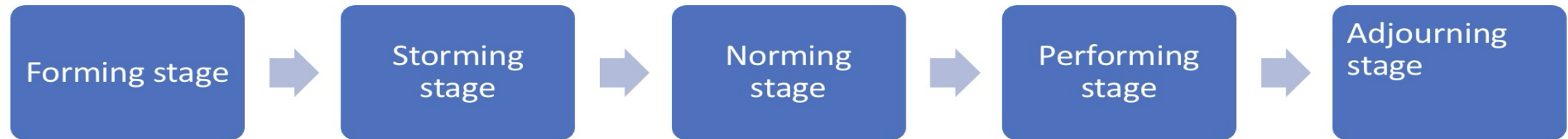
Groups

- May not share a common goals
- Independent members
- Members may not know each other (Hasa, 2016)

Team

- Shared goals
- Interdependent members
- Members know each other (Hasa, 2016)

Tuckman 5 stages



Factors that I have encountered in the company where I work (Amazon)

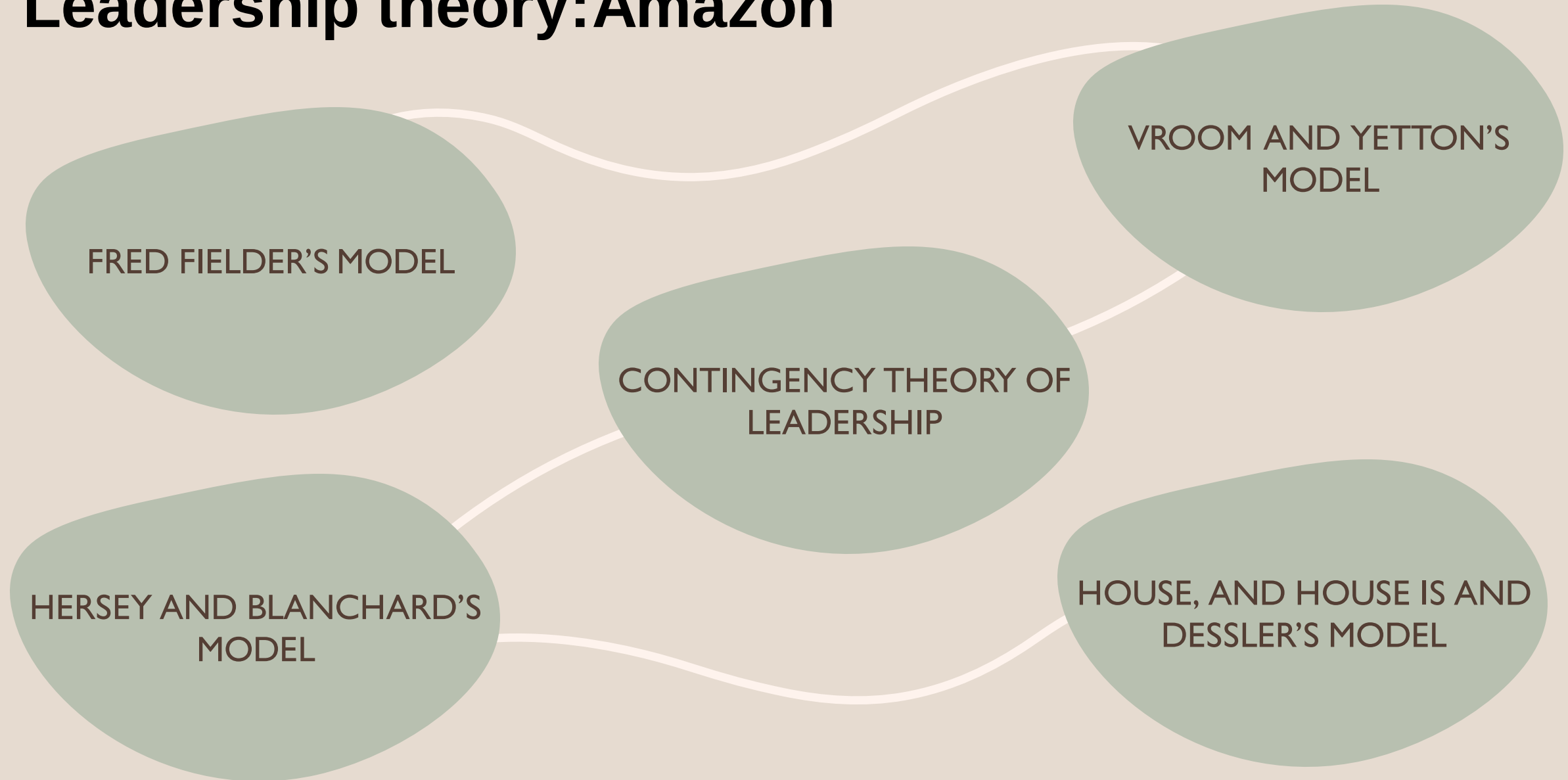
- Religion
- Body language
- Favorism
- Poor leadership
- Bad management
- Comunication

Leadership theories: Amazon

Leaders:

- Builds relationships
- Are role models
- Offer credibility
- Focus on empowerment (Kapur, 2020)

Leadership theory: Amazon



Contingency theories: Amazon

Vroom and yetton

- Decision made according to the organisation's goals
- Three decision styles: autocratic, consultative and group (Kapur, 2020)

Fred fielder

- Understanding between the individuals
- Influence with authority
- LPC scale measurement (Kapur, 2020)

Contingency theories: Amazon

House, and house and Dessler

- Leaders who participates and directs to success
- Leaders who are orientated to achieve the goals of the organisation (Goswami, et.al., 2014)

Hersey and Blanchard

- Leadership style it is not different from one another
- Leaders adapts to the styles based on the workplace environment (Kenton, 2023)

TRAIT THEORY

Ordway Ted

- Affection and friendliness
- Faith
- Feelings
- Integrity
- Purpose and direction(Kapur, 2020)

Henry Fayol

- Intelligence
- Physical health and look
- Morality
- Planning and organising
- High ability of leading and coordinating
- Controlling (Kapur, 2020)

Stogdill

- Age
- Height
- Weight
- Social background (Kapur, 2020)

Conclusion

This colossus called Amazon, with millions of employees and operating in so many countries, has to follow roughly the same set of rules and aims for the same goal. Having a very well-defined structure with a tailor-made policy is very difficult to juggle with it. Violating the set of rules leads to serious consequences and even minor things can have a devastating impact on a person. Therefore, Amazon is one of the companies that made history and this makes it very well seen in the business world



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The background features a light gray base with large, soft-edged organic shapes in muted red and olive green. A thin white line outlines a shape on the right side. In the top left, there is a faint, light gray sketch of a leafy branch.

Thank you

QUESTIONS