



The Growth Of Businesses With The Advancement Of Technology

Ross David Thomas UWTSD P141686
Mount Pleasant, Swansea SA1 6ED

Introduction

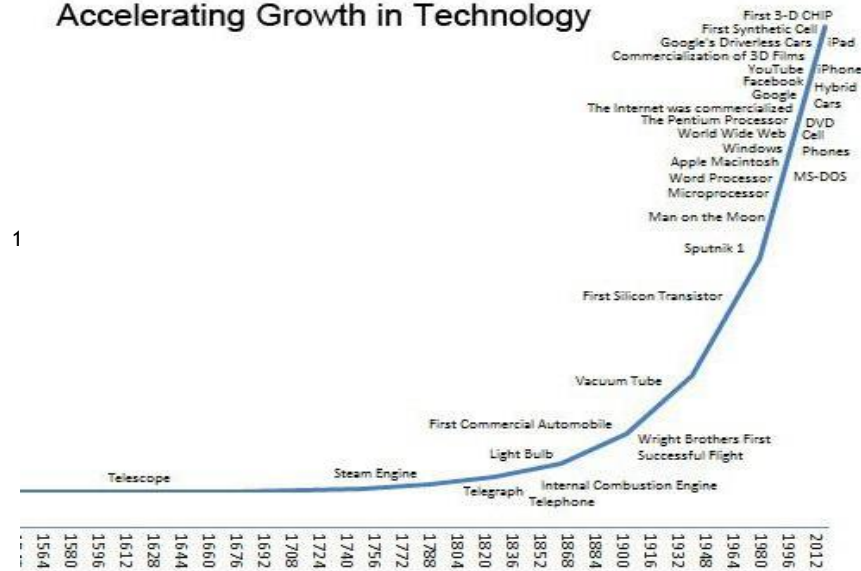
Over the years technology has gone from strength to strength, its become an important part on how we live day by day, it has also made our lives easier to live. Technology growth has also had a massive impact on business's, either in a bad or good way. This will show the growth of online retailer Amazon with the advancement of technology.

Aims & Objective

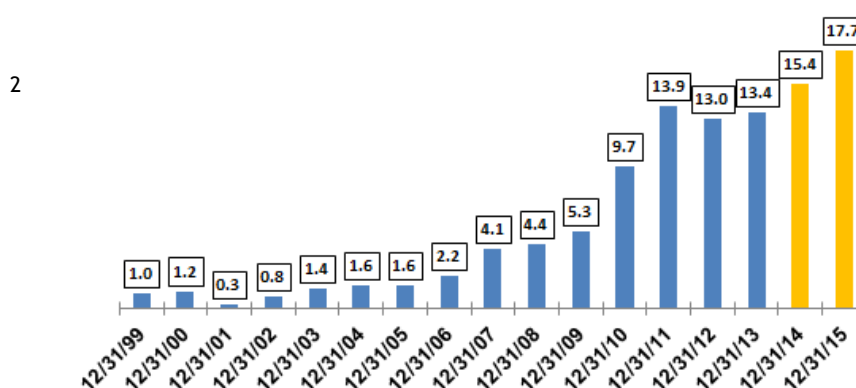
- How the business has reacted to technology growth.
- How the business has become more/less interactive with their customers.
- How the business has grown internationally/locally.
- How the business continues to develop with technology advancement.
- Has the business tried to reach out to different audiences/market.

These aims and objectives will give a clear indication on how the business has developed over the years with the growth of technology. It will also give an understanding on what the business plans to do with the predicted growth and how they can improve from this.

Accelerating Growth in Technology



Amazon Annual Incremental Revenue (\$ Billions)
1999-2013 (Actual), 2014-2015 (Projected)



Method

This research will be done by examining business's growth or decline over a ten year period, as well as their predicted growth over a 10 year period. Interviewing users/customers on how they have taken to the new technology the business uses. Taking part and getting a feel on what the business has to offer. Questionnaires on how users/customer want from Amazon and also what they feel would make Amazon better the with technology already available.

Results

The results will show how amazon have profited/loss from the growth of technology. It will give a clear understanding on how they are trying to keep up with customer needs as well as the forever changing technology. It will underline what Amazon plans to do to continue growth of the business.

Acknowledgement

Graph 1-
https://staticseekingalpha.ssl.fastly.net/uploads/2015/04/04/13324746734794471-Robert-Hallberg_origin.jpg
Graph 2-
<http://static1.1.sqspcdn.com/static/f/264519/26471199/1439903391447/AMZN-INCREM-REV-1999-2015.png?token=APRkDcAVR30H1WwmqJYHeTbk0wU%3D>