

UNIVERSITY OF WALES TRINITY SAINT DAVID

BA (HONS) IN BUSINESS MANAGEMENT, Level 6, Term 2

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**LEADERSHIP AND MANAGEMENT: THEORY AND PRACTICE
(LCBB6003)**

Assessment 2

Individual Report

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JEFF BEZOS LEADERSHIP

Introduction

Jeff Bezos is the founder and current CEO of Amazon.com. (Gradinaru et al., 2020).

He got his start in business by helping to found the startup company D.E. Shaw in the early '90s (Lisdorf, 2021).

The company faced many problems and was essentially bankrupt within a year of its founding. Bezos, who was not the founder of the company, came up with the idea to repackage data and sell it over the internet, which eventually became the primary source of revenue for the company. Unlike the founders, Bezos did not envision becoming a star overnight. He is famous for his long-term and patient vision, making Amazon.com an enormous success (Mooers, 2020). His company that took the online sales industry by storm is now the number one online shopping website in the United States and a top 1000 website in the world. It is not only one of the top 100 most visited websites in the United States, it is the most visited e-commerce website in the world.

Bezos also held the title of President but now focuses his attention on the technical details of the company while delegating the administrative tasks to others. He is also an excellent example of someone who follows their passion and dreams. Bezos is a visionary and an outstanding leader. He has played a vital role in shaping the character of Amazon. Being a brilliant thinker who can spell out a vision and make it a reality, is no wonder that Bezos is considered to be one of the greatest entrepreneurs of his generation.

In the book *The Everything Store: Jeff Bezos and the Age of Amazon*, author Brad Stone tells how Bezos turned Amazon into a retail powerhouse (Turow, 2021). The book opens with

Bezos's plans for a giant, high-tech robot that would roam Amazon's aisles, scanning shelves to create a database of the millions of products on sale. Bezos wanted it to move at the pace of a shopping cart, but Amazon's engineers worked to upgrade the machine's speed to that of a hurried human. As the robot got faster, Stone writes, it began to look more like a high-speed assembly line. When Bezos decided that the machine should move at the speed of a human, the engineers had to slow it down.

There's no doubt that Bezos is a visionary. As the CEO of Amazon, Bezos has consistently come up with ideas to help improve the company and its customer experience. He tried to get engineers to build a 5-page e-commerce site in the early days which was meant to be simple and easy to use. However, the engineers convinced him to turn it into an e-commerce site with a vast catalog of products. It was a hard sell because Bezos wanted to launch an accessible location to use. They could never match Bezos' pace. He set the standard high and worked to achieve goals that most people considered impossible. He was a firm believer that if people worked hard, they would be successful, and Amazon would be a success.

References

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