

Cover Page

Executive Summary

Table of Contents with page number

Introduction-

- The main purpose of writing this report,
- brief introduction of the company (amazon.com),
- which KM theories/models/principles would you use for this report
- what is your main expectation or outcome from this report

Main Body

Section 1: Knowledge and Information Management

- Background of Amazon (with more detail information)
- What is KM
- Why KM is so important for any organisation including Amazon
- How KM helps the organisations in satisfying customers and achieving competitive advantage

Section 2: Evaluation of Knowledge and Information Management Models/theories

Show case your awareness by evaluating:

- a) how is knowledge generally embedded in products and the service concept in the tacit knowledge of individuals (employees and customers)?
- b) how systematic approach (Management Information System/systems) help organisations in sharing and exchanging its knowledge base across the organisation?
- You can use Nonaka's tacit and explicit conversion and decision-making model (**SECI model**) or any other models such as the **Wiig Model**, **BUKOWITZ and WILLIAMS Model**, **Zack Model**, to illustrate your points.

Section 3: Investigating of KM techniques used by Amazon.com

- How knowledge has become increasingly important in Amazon's SOP (Standard Operating Procedures)
- What are the main outcomes that Amazon has been achieving with the use of these procedures?
- What are the areas Amazon.com can still improve in the future in order to overcome the challenges?

Conclusions and Recommendations

- Summarize the findings from the beginning to the end.

- What knowledge management framework can Amazon.com use in the future to make their KM culture more enriched and effectively functioning (make sure that you show them the timeline by when they can start developing and implement your proposed KM framework) and how your proposed framework will benefit the company in the future?

References

Appendices (if any)