

Digital Skills and Research Methods (BMSW4003)

Background of an
organization
("Amazon")

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- Leading internet based enterprise
- When was it founded?
- Who founded it?

What is Amazon?



Background of Amazon

- ~First steps
- ~Throughout the years of development



Background of Amazon

- ▶ The improvement of technology!
- ▶ How does Amazon uses it?
- ▶ Involvement of the customers



Background of Amazon

► Expanding the business including:

- Drone delivery,
- Echo devices (Alexa)
- Shipping fresh food produces



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Digital skills and Research methods

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Insights to modern technology introduced (Amazon)

- ▶ Amazon who failed to launch their first ever fire phone in the year 2014, lost over \$170 million of dollars, and to put in Pounds it's over £122 million pounds.
- ▶ Amazon was introduced new and more helpful modern technology in the year 2016.
(www.aboutamazon.co.uk)
- ▶ Amazon had then over 50 skilled and talented engineers and IT professionals who supported their technology.

Insights to modern technology introduced (Amazon)

- ▶ (It was during the 21st century, which Amazon led on a lot of different technological fronts. www.amazon.co.uk/)
- ▶ It started from the cloud computing to online shopping e-readers , Games and watching videos . (www.investopedia.com)
- ▶ Most of them are not incidentally, ways to receive or consume information and entertainment and the products that amazon sell/sold.

Refference

- ▶ www.aboutamazon.co.uk
- ▶ www.amazon.co.uk/
- ▶ www.investopedia.com

Lessons that can be drawn from the case study Amazon

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- ▶ When start
- ▶ How Amazon became “everything store”
- ▶ How it Works
- ▶ Modern Technology



- ▶ When Amazon start ?
-in 1995 the Company was founder from Jeff Bezos .
- ▶ How Amazon start everything store after starting as an bookseiller
- ▶ Company Name



- ▶ Dash Buttons
- ▶ Amazon Fresh
- ▶ Amazon Prime Air
- ▶ Amazon Fire TV

Positive

Amazon is the largest and most successful retailer in the western world because **they built the best customer experience**. Customers expect 3 core things when they buy products online: Large Selection: Consumers always want to find the product they are looking for and, of course, this product should be in stock

Negative

Amazon is a destructive force in the world of bookselling. Their business practices undermine the ability of independent bookstores—and therefore access to independent, progressive, and multicultural literature—to survive. Additionally, Amazon is harmful to local economies, labor, and the publishing world.

Reference

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