



LEADERSHIP & MANAGEMENT

AMAZON

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INTRODUCTION Global Leader in Innovation & Management

Amazon company is one of the world more recognise multinational in technology and e-commerce, times changes and today most of the things are online, (Amazon) founded in 1994 By Jeff Bezos by selling books online and grew into as giant retail, adapting technology to costumers needs, maintaining a strong commitment to efficiency and innovation.

Amazon success came from effective management and leadership practices that align closely to Henry Fayol's classical management theory providing 5 import keys to follow:

✓ **Planning , organizing, commanding, coordinating and controlling.**

Highly relevant to modern organizations like Amazon strategic planning, structure, leadership and controlling system.

These functions helps amazon how to manage workforce, logistic network and technology services to deliver quick and reliable products to customers worldwide.

(Halkett, 2025), (Business.com,2025), (Jeff Bezos,1994).



Organization brief overview

- Jeff Bezos started it in Seattle, Washington, in 1994.
- It started as an online bookstore, but now it is a global e-commerce and technology leader globally.
- Operates in many areas, such as online streaming, artificial intelligence, cloud service (AWS), and shopping.
- According to Amazon annual report 2024, the organization earned \$638 billion in revenue and achieved 59.2 billion in net income (Amazon, 2025).
- Main activities in the UK, Europe, and Asia; main office in Seattle, Washington, USA.
- Vision: „To be the company that cares the most about its customers in the world".
- Mission: "To use new ideas and technology to keep improving the experience for our customers".



Responsibilities & Managers at Amazon

INTERPERSONAL ROLES

- Leader: Motivates the team and achieve goals.
- Liaison: Connects departments and makes them operate.
- Figurehead: Represents amazon's culture and customers. Minztberg, H (1973)

DECISIONAL ROLES

- Entrepreneur: New initiatives as example (Prime).
- Disturbance Handler: Problem solving, supply chain and logistic.
- Resource management: Distributes people, capital and tech effectively.
- Negotiator: Effective amazon strategies which works with suppliers, partners and regulators.(Smirti, 2021)

INFORMATIONAL ROLES

- Monitor: Collet data, study competitors and customers.
- Disseminator: Shares information to their teams, ensuring knowledge required for their roles.
- Spokesperson: Amazon's performance to investors and the public. (GeeksforGeeks, 2025)

Who was Henry Fayol

- Henry Fayol was a French engineer and one of the first management theorists.
- He believed that successful organizations depend on effective management.
- Fayol identified four key management functions used by managers in all types of organizations:
- Planning – setting goals and deciding how to achieve them.
- Organizing – arranging resources and people to carry out plans.
- Leading – motivating and guiding employees to achieve objectives.
- Controlling - monitoring progress and making necessary adjustments.



Henry Fayol's functions of management at Amazon

Planning

- Is the process of setting organizational goals and deciding how best to achieve them. It involves forecasting future conditions and developing strategic action plans to guide the company (Fayol, 1949).
- Amazon managers exemplify meticulous planning through the „working backwards” product development. This approach starts with defining the ideal customer experience in a mock press and FAQ, then works backward to determine the plan to build that product (Stone, 2013).
- This function ensures that all subsequent managerial actions contribute to Amazon’s mission of being „Earth’s most customer-centric company”.

Organizing

- Organizing is the management function of arranging resources, tasks, and people in a structured way to implement plans (Fayol, 1949). At Amazon this function involves designing an organizational structure, defining roles and responsibilities, and allocating resources so that work flows efficiently toward the objectives.
- In essence, the organizing function at Amazon builds the backbone that allows the company to execute its plans and consistently deliver on its two strategic pillars: low cost and exceptional experience (Grant, 2016).





Commanding (leading)

- Commanding, which modern theory often calls leading, is the function of providing direction to employees – giving orders or guidance, setting performance expectations, and motivating staff to accomplish organizational goals (Fayol, 1949).
- At Amazon, leadership is driven by explicit Leadership Principles that managers use to guide and motivate their teams.
- Leaders are encouraged to earn trust by listening attentively and treating others with respect (Amazon, 2023), which helps build a positive, motivated workforce.

Coordinating

- Coordinating is the management function of integrating and harmonizing the activities of different individuals, teams, and departments so that they work together toward common goals.
- With hundreds of thousands of employees worldwide and diverse business units, Amazon must synchronize efforts to achieve its scale and efficiency goals.
- In order to do that, Amazon maintains clear reporting lines and a well-defined chain of command within its organizational structure.
- It heavily uses technology and data to coordinate activities in real time (Grant, 2016).

How the functions help the organization achieve their goals

- Planning: to grow internationally and make investments in AI, automation, and sustainability, Amazon employs strategic planning (Amazon, 2025).
- Organizing: the retail, AWS, and logistics teams can coordinate through support of Amazon's matrix structure.
- Leading: leadership culture encourages innovation, ownership, and continuous improvement allied with Bezos's "Leadership Principles".
- Controlling: performance measurements and data analytics keep an eye on client satisfaction, quality, and efficiency.
- These roles guarantee customer-focused growth, innovation, and strategy alignment.



Conclusion

- In conclusion, Amazon's remarkable growth and global success can be strongly linked to the effective application of Henry Fayol's classical management functions – planning, organizing, coordinating, and controlling. Through effective planning and organization, the company continues to expand globally and innovate in technology. Strong leadership and coordination ensure that teams work efficiently toward shared goals, while control systems maintain high performance and customer satisfaction.

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