

An Organization Study Report of

AMAZON COM INC.

(18MBAOS307)

Submitted by

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USN- 1CR19MBA44

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under Guidance of

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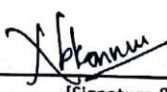
This is to certify that **Ms. MANSI SHARMA** bearing **USN 1CR19MBA44** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **AMAZON.Com Inc** is prepared by her under the guidance of **Mrs. Namitha P Konnur**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.


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DECLARATION

I, **Ms. MANSI SHARMA** Bearing **USN 1CR19MBA44** hereby declare that the organization study conducted at **AMAZON .COM .INC.** is record of independent work carried out by me under the guidance of **Ms. NAMITA P KONNUR** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru. I also declare that this report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

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Place: Bangalore
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Ms. MANSI SHARMA

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EXECUTIVE SUMMARY

In this study, we will cover up many of Amazon's development. Their beginning, Jeff Bezos purpose to transition Amazon into an online business. The successful business and marketing strategy, how Amazon continues to evolve and innovate with new products and services. We will look at Amazon's financial statement and the ratio analysis, how well Amazon is performing year by year. This report will evaluate how much progress and recession Amazon made from 2016 to 2019.

In this study we understand that Amazon allowed its focus to waver from its core competence of retailing books online and allowed it to venture into newer focus areas. In order to solve this, Amazon should focus on their core competence and slow down on the diversification in order to maintain their priority focus and target.

According to the study, Amazon has been trying to undercut their competition and gain customer loyalty such as the profit margins sacrificed to gain a competitive advantage in the tablet market and there's also the business disruption of other online retailers and brick-and-mortar stores to stay in lead in the retail market. This could cause a huge backfire to Amazon as other online retailers and competitors might work together to crush Amazon ambitious and businesses.

We learn that Amazon has been trying to use low pricing strategy to maintain customer loyalty and this strategy worked at the first time but as competition getting fierce, this strategy is making the company much more to generate profit for its shareholders. To solve this, Amazon could've use product incentives offers rather than low pricing..

We understand that for years, Amazon has been using shipping carriers like US Postal Service, UPS, and FedEx and their shipping rates are increasing throughout the years and could causes problem for Amazon as it has been offering special promotion such as free shipping for their customers, hence, it is in the danger of losing its margin. To solve this, Amazon can use low cost shipping service such as hiring other company certified drivers to deliver its package all over the globe or even cooperate with some delivering company such as Uber or Grab in Malaysia to do their delivering as they offer cheaper service.

CHAPTER-1

**INTRODUCTION TO THE ORGANIZATION AND
INDUSTRY**

INTRODUCTION TO THE ORGANIZATION



Introduction

Amazon.com opened for business in July 1995, billing itself as “The World’s Biggest Bookstore.” The company works hard to provide a broad selection of titles, high levels of customer service, personalized services, and low prices. The environment of the Internet also provides them with distinct advantages, which include unlimited virtual shelf space, low labor costs, high inventory turnover, low real estate expenses, shop-from-home-at-any-time convenience, and a simple search function to help the customer find his product.

Despite Amazon’s high sales, which broke the ten billion dollars per year mark in 2006, their profits are surprisingly low – in the second quarter of that same year their profits were only \$22 million. This disparity is because of the company’s long-term view, which leads them to heavily reinvest revenues into the company itself. Much of the time this takes the form of technological investments and trying to anticipate consumer desires. Amazon has constantly expanded its product lines; where it was merely a comprehensive bookseller in 1995, now they include video games, music, DVDs, jewelry, groceries, electronics, and downloadable music and videos, among other things. This has allowed them to capture multiple market segments – someone who wants to purchase a movie DVD may purchase the novel upon which the movie was based, or a CD of the movie’s soundtrack, or perhaps someone shopping for a cookbook of Cajun food can be tempted into buying Cajun spices along with it.

Amazon has also found a novel way to deal with competition: embrace it. Rather than having to worry about brick-and-mortar competitors entering the online arena or dozens or hundreds of small online competitors, Amazon has worked out a model that allows them to work with such vendors. In essence, Amazon acts as a virtual mall for many other businesses. Large

businesses, like Borders Bookstores, simply use Amazon as their online arm. Smaller businesses, many of them simply college students selling old textbooks or people selling off parts of collections for which they no longer care, can sell products through the Amazon Marketplace, using Amazon to broker a deal and handle the money for a small fee. It isn't just small vendors that can use the Marketplace; larger businesses like Target stores also sell products through Amazon. This can be a great way for businesses to reach customers they may not otherwise reach, whether it's because the consumer might not have thought to visit that vendor's own website or the vendor may not normally be able to make itself available to the consumer (e.g. an electronics chain on the East Coast selling to someone in California).

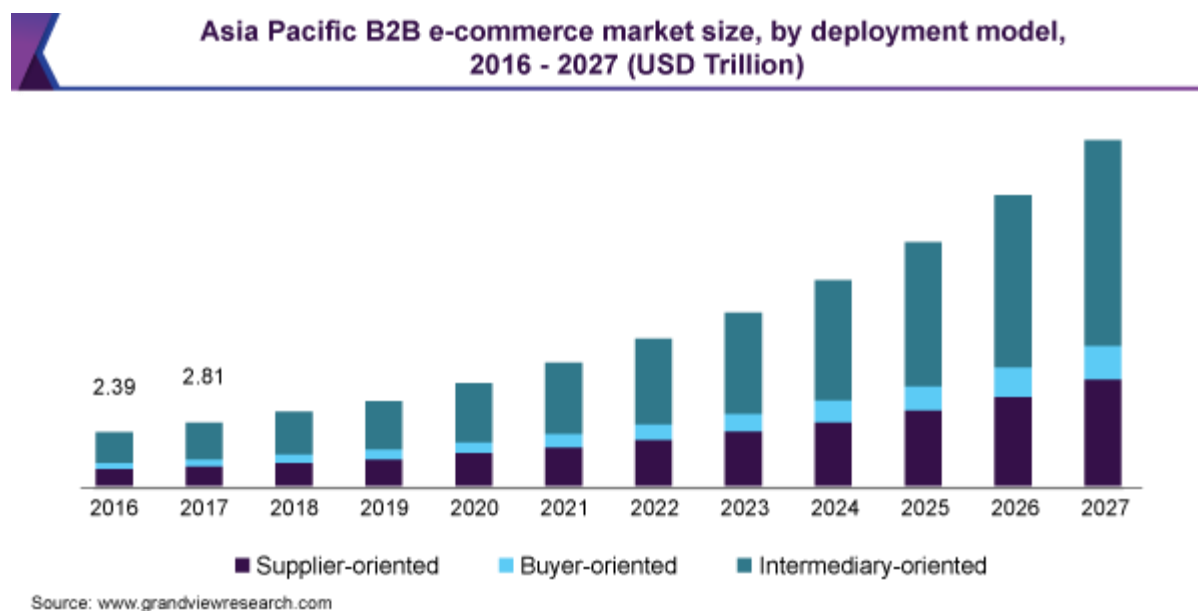
Of course, the advantages of the Internet do not apply solely to Amazon. Other companies utilize many of these same advantages; Overstock.com uses the low real estate costs and unlimited shelf space to cheaply stock items other stores can no longer stock, Ebay.com and Yahoo.com both offer virtual mall services. To make them stand out, and to compete in a forum where so many vendors have offerings and a consumer can almost instantly see the prices offered by competition, Amazon's main method of attracting customers must be its prices. To this end, Amazon also reinvests much of its revenues into offering some of the lowest prices available on the Internet, and by extension some of the lowest prices of all stores. They also provide deals on one of the biggest thorns in the collective side of Internet shoppers: shipping. Amazon's main shipping deals include Amazon Prime, which offers customers unlimited express shipping for a flat annual fee, and Super Saver Shipping, which allows for free (but generally much slower) shipping on orders of a minimum total cost.

INTRODUCTION TO THE INDUSTRY



Introduction

The global e-commerce market size was valued at USD 9.09 trillion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 14.7% from 2020 to 2027. Increasing penetration of internet is bolstering the smartphone using population across the world. Digital content, travel and leisure, financial services, e-tailing among others constitute a variety of e-commerce options available to the internet accessing customer base that are gaining momentum with increased internet usage. Hence, technological awareness among customers is expected to have a positive impact on market growth. The growing importance of faster browsing has led to the development in the connectivity, thus leading to development in 4G and 5G technology.



Implementation of 4G and 5G technology for the connectivity purpose is expected to have a positive impact on the market growth as it provides an uninterrupted, seamless experience to the user. Moreover, the adoption of smartphones is gaining momentum at a significant rate, thus increasing the exposure of online shopping for the customer. Therefore, the growing use of smartphones is projected to propel the market growth over the forecast period.

Increasing number of small and medium enterprises is also projected to escalate the demand over the forecast period. Small and medium businesses are growing at a significant rate,

especially in India, South Africa, and Russia. Initiatives such as Make in India and Start-up India have led to an increased number of start-ups in the country, which adopt the online marketplace for business, thus powering the market growth. Moreover, increasing consumer wealth is estimated to propel the market growth over the forecast period.

Established organizations and large enterprises are leaning towards online business due to lesser expenditure in communication and infrastructure. E-commerce offers the organization an easier reach for the customers, and hence necessary exposure to business is also achieved. E-commerce is also driven owing to the increasing importance of online marketing tools, such as Google ads and Facebook ads. Nowadays, the marketing options are in abundance due to the popularity of social media applications, which, in turn, helps in driving the market for e-commerce towards growth trajectories.

Furthermore, due to the on-going COVID-19 pandemic, customers' inclination towards online shopping is rising since brick and mortar shops are closed. Major economies such as U.S, China, India, and Italy are severely affected due to pandemic. Hence, the evident impact on the market is projected in regions such as Europe and North America. For instance, as per the data provided by Emarsys and GoodData, revenue earned is up by 37% and orders are up by 54% since January in U.S. However, lack of implementation of technical infrastructure in the rural areas of countries, such as India, China, and Brazil, is expected to cause hindrance in the market growth.



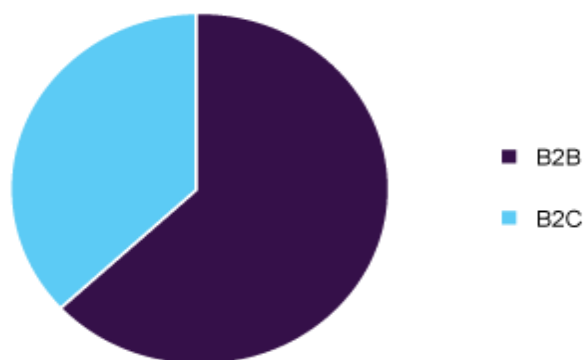
Model Type Insights

In terms of revenue, Business to Business (B2B) dominated the market for e-commerce with a share of 63.1% in 2019 and is expected to witness the fastest growth from 2020 to 2027. This is attributed to the growing inclination of the companies towards online selling and buying of goods and services. Furthermore, increasing penetration of smartphones, coupled with internet usage, is anticipated to drive the B2B e-commerce segment over the forecast period.

The business to business e-commerce comprises the buying and selling of goods and services between business corporations. Moreover, B2B e-commerce platforms offer companies with new possibilities of buying and selling the products, thus reducing the operational as well as inventory costs. This is anticipated to bolster the segment growth over the forecast period. Rise of specialized or vertical marketplaces in B2B e-commerce is generating avenues for the market. The vertical marketplaces offer a wide range of products in a product category\

Inclination of companies towards selling and buying of goods and services through the B2B e-commerce platform can be clearly observed worldwide. Businesses preferring B2B e-commerce platforms follow either the marketplace model or direct model to conduct their business. The marketplace model involves companies selling their products on a common

Global e-commerce market share, by model type, 2019 (%)



platform alongside their competitors, while the direct model involves companies setting up their private B2B platforms and selling directly to the buyers. Increasing acceptance of technology is allowing the e-commerce sector to be more efficient and reachable. Growing middle-class population and intense use of social media are also aggravating the demand for

online purchasing of various products and services, thereby positively impacting the Business to Consumer (B2C) segment growth. The internet has transformed the way people sell and buy goods and services. E-commerce or online retail is changing the shopping experience for customers. Banks and other players in the e-commerce industry are allowing a safe and secure online platform to pay easily via payment gateway. Market players are focusing on unique changes to their business models in order to enable sellers and consumers to transact online. The leading retailers in the market are trying to complement their traditional retailing with online commerce and tying up with other major e-commerce players.

Regional Insights

Asia Pacific dominated the market for e-commerce with a share of 55.3% in 2019 and is expected to witness the fastest growth from 2020 to 2027. This is attributed to a growing preference among businesses to carry out businesses through the B2B e-commerce platform. Furthermore, developing infrastructure facilities and surging the number of internet users are expected to fuel the regional market growth.

Furthermore, the region is expected to witness a rise in demand for B2B e-commerce adoption, which can be attributed to smartphone proliferation. Additionally, the Chinese market is going through a consumer revolution, wherein international products are taking benefit of innovative marketing, research techniques, and advertising. Brand consciousness is getting more importance in attracting Chinese consumers. Luxury goods and service providers are witnessing significant growth in China.

North America and Europe are anticipated to witness steady growth over the forecast period. U.S. consumers are open to foreign brands and products. They are more aware of overconsumption and the environment. Consumers are very specific about the quality of the product, its composition, and its price. North America has one of the highest internet penetration rates. Middle East and Africa and Latin America are expected to witness significant growth in the forthcoming years owing to the growing young population and rapidly evolving online shopping market.

Key Companies & Market Share Insights

The market is fragmented and is expected to face extreme competition in the coming years. Many players are implementing various strategies to sustain their presence in the market for e-commerce. For instance, in September 2018, Flipkart completed its acquisition of Upstream Commerce, an analytics start-up based in Israel. This acquisition is expected to benefit Flipkart Pvt. Ltd. to price and position its products in an economical way. Business expansion through strategic partnerships, mergers, and acquisitions remains the premiere strategy of players operating in the e-commerce industry. For instance, in September 2019, Alibaba Group Holding Limited announced the acquisition of NetEase, Inc., a company offering online e-commerce services. This acquisition enabled Alibaba Group Holding Limited to acquire NetEase's import e-commerce platform known as Kaola and also gain a competitive edge in the e-commerce industry. Some of the prominent players in the global e-commerce market are:

- Amazon.com, Inc.
- JD.com, Inc.
- Apple, Inc.
- Alibaba Group Holding Limited
- Flipkart Private Limited
- Walmart, Inc
- eBay, Inc.
- Best Buy
- The Home Depot

E-COMMERCE MARKET REPORT SCOPE

Report Attribute	Details
Market size value in 2020	USD 10.36 trillion
Revenue forecast in 2027	USD 27.15 trillion
Growth Rate	CAGR of 14.7% from 2020 to 2027
Base year for estimation	2019
Historical data	2016 – 2018
Forecast period	2020 – 2027
Quantitative units	Revenue in USD billion and CAGR from 2020 to 2027
Report coverage	Revenue forecast, company ranking, competitive landscape, growth factors, and trends
Segments covered	Model type, region
Regional scope	North America; Europe; Asia Pacific; Latin America; MEA
Country scope	U.S.; Canada; U.K.; Germany; France; China; India; Japan; Brazil; Mexico
Key companies profiled	Amazon.com, Inc.; JD.com, Inc.; Apple, Inc.; Alibaba Group Holding Limited; Flipkart Private Limited; Walmart, Inc.; eBay, Inc.; Best Buy; The Home Depot
Customization scope	Free report customization (equivalent up to 8 analysts working days) with purchase. Addition or alteration to country, regional & segment scope.
Pricing and purchase options	Avail customized purchase options to meet your exact research needs. Explore purchase options

CHAPTER-2
ORGANIZATION PROFILE

ORGANIZATION BACKGROUND



Amazon.com started out to be the World's Biggest Bookstore. It has become that and much, much more. It can now be classified as a broad sector retail business, providing items in the areas of books, music, movies, clothing, jewelry, home and garden, tools and automotive as well as other items. Amazon is a special type of retail business, which is completely online. They have no brick and mortar retail stores nor any outlets or centers. Yahoo Finance lists Amazon under the "Catalog and Mail Order" sector of retail.

Amazon was created to take advantage of the increasing use and popularity of the Internet as a retail medium. Amazon chose books as its first commodity for many reasons, one being that online booksellers would have virtually unlimited shelf space to "store" their wares. U.S. booksellers were relying on large superstores to do most of their selling but even then, they were limited in what they could carry at any one time. Amazon realized that it could offer a much larger selection of books, in fact all of the books in print, and not have to worry about over-stocking or any storage issues. With agreements with other booksellers, Amazon could offer the books and then get them from third-party resellers to ship to their customers. The cutting down of storage and purchasing costs could allow Amazon to provide lower costs to their customers.

Another lower cost would be in advertising. The traditional advertising avenues, print and visual media, would still be available but Amazon, being online, could have website advertising with links directly to their website or the products themselves. Amazon would get its name out there in the world of bookselling as well as have a place for others to sell

their books. Amazon also saw an opportunity and offered their basic website structure and processes to private individuals and other booksellers, such as Borders. Borders customers could arrive at a website for Borders, see that it is run by Amazon and then have another avenue for purchasing books. Amazon would then be paid either as a web space provider or as a bookseller.

Amazon also has an advantage over brick-and-mortar booksellers is that they can offer its extensive product lineup at the time its convenient to the customer. Amazon's website is open 24 hours a day, 7 days a week. The customer can easily look for and order a book at 10 am or at 3 am, as the need or desire strikes them. With the ease of ordering comes the ease of payment. Amazon takes credit cards, checks, money orders and even purchase orders from companies and institutions

Unlike other Mail Order or Catalog retail companies, Amazon can take advantage of the Internet and use email as a form of communication, both to confirm orders and purchases as well as to contact customers with delivery information. Being an online retailer, Amazon has taken advantage of the ease of use of the Internet in its business dealings. Instead of relying on the mail service to send out catalogs, Amazon can let customers arrive at its home through word of mouth and can also contact former customers via email to entice them back to purchasing. The Internet is certainly the way for catalog selling to move, because it has many advantages and can still maintain its character of ease and convenience

NATURE OF BUSINESS

At first glance, Amazon's business structure is easily dubbed "e-commerce." And, in fact, that's how company representatives and others generally classify Amazon and its namesake website. But over the years the company has expanded into services that go beyond the boundaries of strict e-commerce. Some even go as far as saying that Amazon isn't a commerce company at all, as Amazon grows and expands in the ever-changing global marketplace.

Commerce

Commerce, simply defined, is the activity of buying and selling, especially on a large scale. When a company's platform for selling and enabling its customers to buy its goods is

electronically based, being online, then it's safe to say that it's an electronic commerce – or e-commerce – company. Not only does Amazon fit that description, it epitomizes it, being, as of the publication date, the largest online retailer in the world.

Personalized

Given its colossal commerce nature, Amazon offers a surprise – personalized service. This service is similar to what you find traditionally in mom-and-pop stores, when the store owners are also the store clerks who know their customers as individuals, and are thus able to give customized service tailored to each person. Amazon does this electronically, by tracking the online behavior of customers on the Amazon site and providing suggestions to customers based on that information.

Business-to-Business

Beyond online retailing, Amazon has also entered business-to-business commerce. Amazon offers its business operations – such as its warehouses, packaging, shipping, advertising and checkout services – to other businesses. So Amazon is also in the "fulfillment" business, helping other companies take care of their customers from the point of sale to delivery of the product. In 2013, the company revealed that outside sellers accounted for 41 percent of units sold on the Amazon site in a recent quarter, according to the Bloomberg article "Amazon Surges to Record High on Global E-Commerce Growth."

Data

In addition to the aforementioned fulfillment services, Amazon has a large cloud infrastructure that it leases out to companies who need storage space for their data. Amazon also provides access to its Internet servers, giving companies more computing power. Beyond that, Amazon has also blazed a trail in the publishing industry with its Kindle e-reader and sales of e-books. For these reasons and more, some view Amazon as a data company first, and a retailer second. Perhaps overall, though, we can say that Amazon from its very beginning is an e-commerce company that's widening to include other forms of commerce, or "waters," similar to the river that bears the same name.

VISION

Amazon Vision Statement

Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.

MISSION

Amazon Mission Statement

"Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon."

QUALITY POLICY

We pride ourselves as the first Quantity Surveying and Project Management firm in East Africa to be ISO certified in 2013. We were awarded ISO 9001:2008 quality management standards and later upgraded to ISO 9001:2015 in 2018. We have developed a Quality Manual and continue to comply with the requirements of the quality management system assuring our clients of the highest quality of service

The management and staff of Amazon Consultants are committed to providing Quantity Surveying and Project Management Services that meet customers' expectations. We are committed to complying with the requirements and continually improve the effectiveness of the Quality Management System based on ISO 9000 standards. In pursuit of this policy, we have established quality objectives at various functional levels which shall be reviewed annually in order to ensure continual improvements in offering efficient services to our customers.

Quality Policy starts and ends with the Client as a focal point.

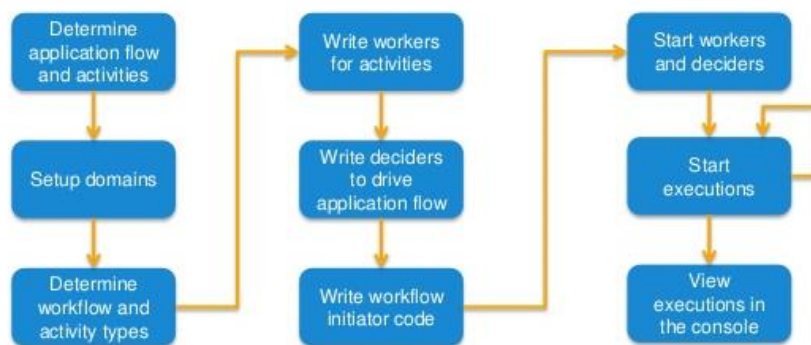
This entails understanding the client's requirements, developing optimal solutions to meet those requirements, building processes in place to ensure that quality is present at every stage, and achieving our commitments on delivery and service, before and after selling our service.

This they aim to achieve by:

- Meeting customer's needs and expectations
- Complying with ISO 9000 standards requirements and continuous improvement of our processes and systems.
- Accomplishing quality objectives by establishing, implementing and maintaining a documented effective Quality Assurance System.

WORK FLOW MODEL

Using Amazon SWF



Amazons uses ASWF (Amazon Simple Workflow) Amazon SWF helps developers build, run, and scale background jobs that have parallel or sequential steps. You can think of Amazon SWF as a fully-managed state tracker and task coordinator in the Cloud.

If your app's steps take more than 500 milliseconds to complete, you need to track the state of processing, and you need to recover or retry if a task fails, Amazon SWF can help you.

BENEFITS

Logical Separation

Amazon SWF promotes a separation between the control flow of your background job's stepwise logic and the actual units of work that contain your unique business logic. This allows you to separately manage, maintain, and scale "state machinery" of your application from the core business logic that differentiates it. As your business requirements change, you can easily change application logic without having to worry about the underlying state machinery, task dispatch, and flow control.

Reliable

Amazon SWF runs within Amazon's high-availability data centers, so the state tracking and task processing engine is available whenever applications need them. Amazon SWF redundantly stores the tasks, reliably dispatches them to application components, tracks their progress, and keeps their latest state.

Simple

Amazon SWF replaces the complexity of custom-coded workflow solutions and process automation software with a fully managed cloud workflow web service. This eliminates the need for developers to manage the infrastructure plumbing of process automation so they can focus their energy on the unique functionality of their application.

Scalable

Amazon SWF seamlessly scales with your application's usage. No manual administration of the workflow service is required as you add more cloud workflows to your application or increase the complexity of your workflows.

Flexible

Amazon SWF lets you write your application components and coordination logic in any programming language and run them in the cloud or on-premises.

USE CASES

Video Encoding

Video encoding using Amazon S3 and Amazon EC2. In this use case, large videos are uploaded to Amazon S3 in chunks. The upload of chunks has to be monitored. After a chunk is uploaded, it is encoded by downloading it to an Amazon EC2 instance. The encoded chunk is stored to another Amazon S3 location. After all of the chunks have been encoded in this manner, they are combined into a complete encoded file which is stored back in its entirety to Amazon S3. Failures could occur during this process due to one or more chunks encountering encoding errors. Such failures need to be detected and handled through Amazon SWF's cloud workflow management.

Data Center Migration

Migrating components from the datacenter to the cloud. Business critical operations are hosted in a private datacenter but need to be moved entirely to the cloud without causing disruptions. Amazon SWF-based applications can combine workers that wrap components running in the datacenter with workers that run in the cloud. To transition a datacenter worker seamlessly, new workers of the same type are first deployed in the cloud. The workers in the datacenter continue to run as usual, along with the new cloud-based workers. The cloud-based workers are tested and validated by routing a portion of the load through them. During this testing, the application is not disrupted because the workers in the datacenter continue to run. After successful testing, the workers in the datacenter are gradually stopped and those in the cloud are scaled up, so that they move entirely to a cloud workflow management application. This cloud workflow process can be repeated for all other workers in the datacenter so that the application moves entirely to the cloud. If for some business reason, certain processing steps must continue to be performed in the private data center, those workers can continue to run in the private data center and still participate in the application.

Product Catalogs With Human Workers

Processing large product catalogs using Amazon Mechanical Turk. While validating data in large catalogs, the products in the catalog are processed in batches. Different batches can be processed concurrently. For each batch, the product data is extracted from servers in the datacenter and transformed into CSV (Comma Separated Values) files required by Amazon

Mechanical Turk's Requester User Interface (RUI). The CSV is uploaded to populate and run the HITs (Human Intelligence Tasks). When HITs complete, the resulting CSV file is reverse transformed to get the data back into the original format. The results are then assessed and Amazon Mechanical Turk workers are paid for acceptable results. Failures are weeded out and reprocessed, while the acceptable HIT results are used to update the catalog. As batches are processed, the system needs to track the quality of the Amazon Mechanical Turk workers and adjust the payments accordingly. Failed HITs are re-batched and sent through the pipeline again

PRODUCT/ SERVICE PROFILE

Amazon.com's product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games.[citation needed] In August 2019, Amazon applied to have a liquor store in San Francisco, CA as a means to ship beer and alcohol within the city. Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries.

Amazon.com has a number of products and services available, including:

- Amazon Fresh
- Amazon Prime
- Amazon Web Services
- Alexa
- Appstore
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Video
- Kindle Store



- Music
- Music Unlimited
- Amazon Digital Game Store
- Amazon Studios
- Amazon Wireless

Amazon Prime

Prime Video, also marketed as Amazon Prime Video, is an American Internet video on demand service that is developed, owned, and operated by Amazon. It offers television shows and films for rent or purchase and Prime Video, a selection of Amazon Studios original content and licensed acquisitions included in the Amazon's Prime subscription. In the UK, US, Germany, and many other territories, access to Prime Video is also available through a video-only membership, which does not require a full Prime subscription. In France and Italy, and other countries like Australia, Canada, India, etc. Prime Video content is only accessible through a dedicated Prime Video website. In some countries Prime Video additionally offers Amazon Channels, which allows viewers to subscribe to other suppliers' content, including HBO in the United States.

Alexa

Amazon Alexa, also known simply as Alexa is a virtual assistant AI technology developed by Amazon, first used in the Amazon Echo smart speakers developed by Amazon Lab126. It is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audiobooks, and providing weather, traffic, sports, and other real-time information, such as news. Alexa can also control several smart devices using itself as a home automation system. Users are able to extend the Alexa capabilities by installing "skills" (additional functionality developed by third-party vendors, in other settings more commonly called apps such as weather programs and audio features).

Kindle

The Amazon Kindle is a series of e-readers designed and marketed by Amazon. Amazon Kindle devices enable users to browse, buy, download, and read e-books, newspapers,

magazines and other digital media via wireless networking to the Kindle Store. The hardware platform, which Amazon subsidiary Lab126 developed, began as a single device in 2007. Currently, it comprises a range of devices, including e-readers with E Ink electronic paper displays and Kindle applications on all major computing platforms. All Kindle devices integrate with Kindle Store content and, as of March 2018, the store had over six million e-books available in the United States.

Amazon Web Services

Amazon Web Services (AWS) is a subsidiary of Amazon providing on-demand cloud computing platforms and APIs to individuals, companies, and governments, on a metered pay-as-you-go basis. These cloud computing web services provide a variety of basic abstract technical infrastructure and distributed computing building blocks and tools. One of these services is Amazon Elastic Compute Cloud (EC2), which allows users to have at their disposal a virtual cluster of computers, available all the time, through the Internet. AWS's version of virtual computers emulates most of the attributes of a real computer, including hardware central processing units (CPUs) and graphics processing units (GPUs) for processing; local/RAM memory; hard-disk/SSD storage; a choice of operating systems; networking; and pre-loaded application software such as web servers, databases, and customer relationship management (CRM).

OWNERSHIP PATTERN

We talk about companies in funny ways. Sometimes we anthropomorphize them, as many have with Amazon over the past couple of days while discussing the company's decision to pause construction of its new office tower or whether it can afford to pay an additional \$20 million a year in taxes. Company executives, on the other hand, will often justify decisions as necessary to fulfill their fiduciary responsibility to "the shareholders," i.e. the often faceless owners of the company's stock who vote for the board of directors, and by proxy control who is running the company and making key decisions.



Jeff Bezos

Jeff Bezos owns 16.3% of Amazon; he is the largest shareholder by far, but it's still a small fraction. Two investment institutions, Vanguard and BlackRock, each have around 5%. The other directors and senior executives have small amounts that collectively don't add up to much.

Over 60% of the company's shares are under the control of investment institutions that sell mutual funds and ETFs and manage investment portfolios for a variety of organizations (pension funds, university endowments, college savings programs, etc.) and wealthy individuals. The investment institutions aggregate the funds deposited with them, buy stocks such as Amazon's, and exercise the shareholder voting rights on behalf of their depositors — which can give them a lot of power if they own a significant fraction of a company's shares. The top 15 institutions (in terms of Amazon holdings) control 29% of the common stock. Beyond the top 15, the fractions of Amazon stock get pretty small, so there is a “long tail” of institutions with small holdings.

ACHIEVEMENTS / AWARDS



CUSTOMERS

Rank	Title	Year
#1	American Customer Satisfaction Index Internet Retail Category, 2020, Ranked in the top 10, eleven years running	2020
#1	Brand Most Valuable Global Brand,	2019-2020
#1	Values Institute America's Most Trustworthy Brands,	2017-2018
#1	BrandZ Finance World's Most Valuable Brand	2018
#1	Forbes 50 Most Engaged Companies,	2017
#2	Fortune World's Most Admired Companies,	2017-2020
#2	YouGovUS's Top Impressions Ranking for U.S. women shoppers	2019
#2	Fordham University's American Innovation Index, 2018. Read more about the American Innovation Conference	2018
#3	The Axios Harris Poll 100, 2020. Ranked in the top 10, twelve years running.	2019
#3	Boston Consulting Group's Most Innovative Companies,	2020
#4	4 Most Loved Brand in America by Morning Consult	2020
#4	Forbes World's Most Valuable Brands,	2019-2020
#5	Fast Company World's Most Innovative Companies,	2017-2018
	American Foundation for the Blind Helen Keller Achievement Award	2019
	Marketplace Innovator of the Year Disability: IN Inclusion Award	2019

EMPLOYEES

Rank	Title	Year
#1	Drucker Institute Best-Managed Company	2019
#1	LinkedIn Most Popular Jobs and Companies for US College Grads	2018
#1	Drucker Institute 250 Most Effectively Managed US Companies,	2017
#2	YouGov BrandIndex "Where Women Want to Work,"	2018
#3	YouGov BrandIndex Workforce Rankings,	2019
	Universum list of Most Desirable Employer for Students: #3 for Business students, #4 for Computer Science students, #9 for Engineering students	20\19
	Forbes Best-In-State Employer in 20 states, 2019. Ranked top 10 in Connecticut and Nevada	2019

Lists & accolades

- Fast Company's Best Workplaces for Innovators, 2019
- Perfect score on Human Rights Campaign Foundation Corporate Equality Index, 2018-2020
- Named Best for Vets by Military Times and VETS Indexes, 2018, 2019
- Comparably list of Best Companies for Professional Development, 2018
- Secretary of Defense Employer Support Freedom Award, 2018
- Hiring our Heroes Robinson Post-9/11 Veteran Employment Award, 2018
- Disability Equality Index Best Places to Work for Disability Inclusion, 2018

FURTHER GROWTH AND PROSPECTS

Amazon.com (NASDAQ:AMZN) has been a tremendous investment over the years. Over just the last five years, shares of the e-commerce titan have gained a whopping 476% (through July 5) -- more than seven times the **S&P 500's** 67% return.



Not even famed seer Nostradamus could predict the future with complete accuracy. However, we can use what we know about Amazon's business model to make an educated forecast about what its future will look like in the year 2024.

Jeff Bezos will still be running the show

Amazon founder and CEO Jeff Bezos turned 55 earlier this year. If we fast-forward to 2024, it seems more likely than not that a 60-year-old Bezos will still be leading the company. Investors should hope that's the case, as he'll be very difficult to replace.

Amazon's global e-commerce empire will be mightier

Amazon will continue to be the prime (pun intended) beneficiary of the growing size of the sector pie. Not only do many people love the convenience of shopping online, but they specifically love Amazon, thanks largely to its massive selection and loyalty program, Prime.

Amazon Web Services (AWS) will be much bigger

Amazon Web Services (AWS) is the dominant player in the fast-growing cloud computing service market. The cloud service space is widely expected to continue to grow rapidly, and there's every reason to believe that AWS will still be the market leader in 2024. If this proves the case, Amazon's operating income should continue its upward climb.

Amazon will be disrupting the U.S. pharmacy market

In 2024, Amazon should be well on its way to disrupting the approximately \$400 billion U.S. pharmacy market. Last year, the company bought online pharmacy PillPack, giving it the ability to speedily deliver prescription drugs across the country.

It will be using or on the cusp of using self-driving vehicles

\In 2024, fully autonomous vehicles should be legal across the U.S. or at least fast approaching receiving the federal green light. Look for Amazon to be an early adopter of driverless vehicles for at least some portions of its delivery operations. It might also be using drones -- or on the verge of doing so -- for some deliveries from its fulfillment centers to customers.



Online grocery sales are soaring

Amazon's grocery delivery and pickup services saw elevated demand due to COVID-19, and the company's recent infrastructure investments helped expand the scope of those offerings. Grocery delivery capacity increased by more than 160% in the quarter, and the company tripled its total grocery pickup locations. The surge for grocery delivery might slow down as demand for some coronavirus-related items drops off and people feel more comfortable returning to stores, but the unprecedented conditions have brought new shoppers to Amazon's online service, and the company has huge room for growth in the category.

Infrastructure investments are accelerating growth

Part of Amazon's big earnings beat in the quarter stemmed from significantly reduced expenses in categories including marketing and travel. Surging online retail demand and social distancing initiatives related to COVID-19 meant that the company had little need to spend on advertising or travel for employees, but the e-commerce giant did accelerate some operational investments -- and Olsavsky specifically highlighted grocery delivery as an area where investments and results were ahead of schedule.

Amazon's grocery business could be another game-changer

Amazon's ability to disrupt the grocery industry in the same way that it has shaken up other areas of retail. Expanding its online grocery delivery and pickup footprint will only add to the appeal of the company's Prime subscription platform and overall ecosystem, and the initiative is moving the company ever closer to being a one-stop shopping destination capable of meeting nearly all of the consumers' needs. .

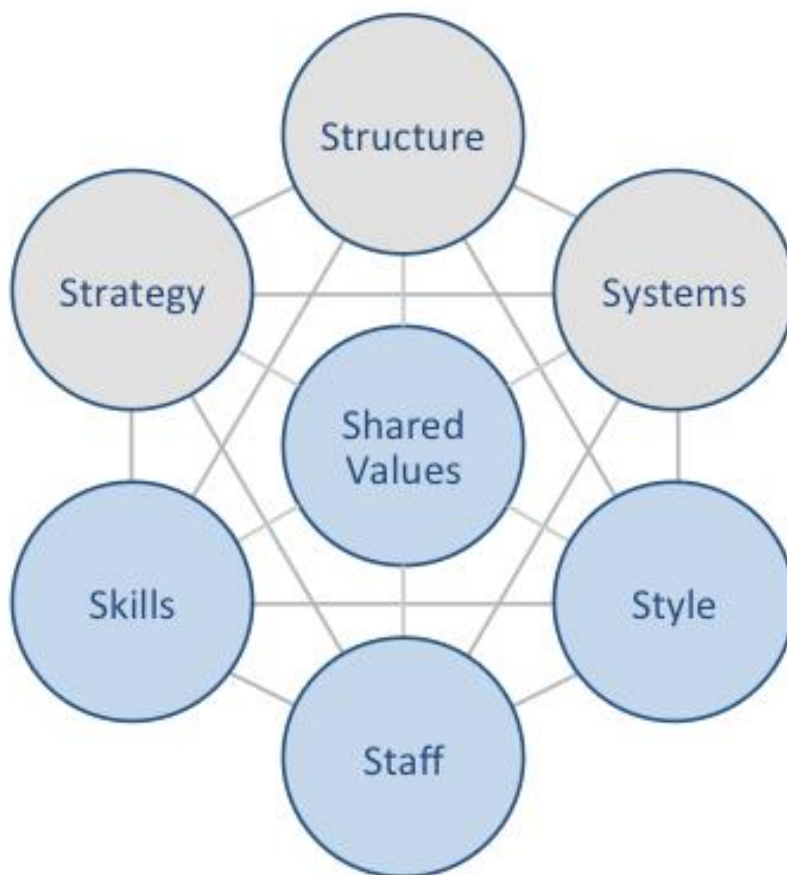
CHAPTER- 3

MCKENSY'S 7S FRAMEWORK AND PORTER'S FIVE FORCE MODEL WITHSPECIAL REFERENCE TO ORGANIZATION UNDER STUDY

AMAZON MCKINSEY 7S MODEL

Amazon McKinsey 7S model illustrates the ways in which seven key elements of businesses can be united to increase effectiveness. According to this model strategy, structure and systems represent hard elements, whereas shared values, skills, style and staff are soft elements. McKinsey 7S model stresses the presence of strong links between elements. Specifically, it argues that a change in one element causes changes in others.

As it is illustrated in figure below, shared values are positioned at the core of Amazon McKinsey 7S model, since shared values guide employee behaviour with implications in their performance.



Amazon McKinsey 7S model

Hard Elements in Amazon McKinsey 7S model

Strategy

Amazon adheres to cost leadership business strategy. The largest internet retailer in the world has been able to sustain this strategy thanks to economies of scale, innovation of various business processes and regular business diversification.

Moreover, Amazon business strategy places a great emphasis on encouraging communication among various components of its ecosystem. These components of Amazon ecosystem include merchants, writers, reviewers, publishers, apps developers, and the information market of commentators, analysts, journalists and feature writers. Additionally, customer obsession and focus on Amazon leadership values represent important cornerstones of Amazon business strategy.

Structure

Amazon organizational structure is hierarchical. It is difficult for the company to adapt an alternative structure such as divisional or matrix due to its gigantic size. Specifically, the e-commerce giant employs approximately 647,500 people that serve hundreds of millions of customers worldwide. The key features of Amazon corporate structure include flexibility of the business; which is unusual for a company of such a big size and stability in the top management, i.e. little turnover in the senior management team.

Systems

There is a wide range of systems that facilitate Amazon business. These include employee recruitment and selection system, team development and orientation system, transaction processing systems, customer relationship management system, business intelligence system, knowledge management system and others. The company critically evaluates each of these systems in a regular manner with the aim of increasing their efficiency and thus, increasing competitive advantage for the business.

Soft Elements

Skills

The list of skills and competencies required to be successful at Amazon is extensive and include creativity, ability to work under pressure, resourcefulness, physical endurance and others. It is important to note that interpersonal skills appears to relate to Amazon to a lesser extent compared to other e-commerce companies such as Alphabet or Facebook due to unique aspects of Amazon organizational culture. Moreover, out of all skills and competencies listed above, ability to work under pressure can be specified as the most important skill required to be possessed by Amazon employees.

Staff

Amazon employs more than 560,000 full-time and part-time employees referred to as Amazonians. However, employment levels fluctuate due to seasonal factors affecting its business. Additionally, the company utilizes independent contractors and temporary personnel to supplement its workforce. Amazon ranks #1, on LinkedIn Top Companies List where professionals in the US want to work. Human resources is one of the major sources of value creation for Amazon in a way that the online retail giant derives maximum benefit from its employees via assigning immense and extensive workload.

Style

At the senior level, Amazon leadership style can be classified as visionary, with founder and CEO Jeff Bezos communicating the visions of exceptional customer service and an extreme customer-centricity. However, autocratic leadership style tends to prevail in middle and floor-level management, with Amazon facilities being famous for micro-management.

Shared values

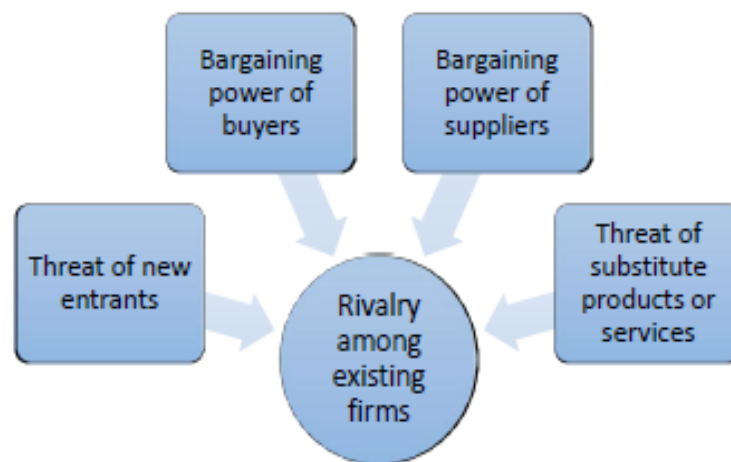
Amazon strategic level management attempt to promote the values customer-centricity among the workforce at all levels. Official website of the company declares the following: We seek to be Earth's most customer-centric company. We are guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. In each of our segments, we serve our primary customer sets, consisting of consumers, sellers, developers, enterprises, and content

creators. In addition, we provide services, such as advertising services and co-branded credit card agreements

PORTER'S FIVE FORCE MODEL

Porter's Five Forces Analysis

Porter's Five Forces analytical framework developed by Michael Porter (1979)⁹⁴ represents five individual forces that shape the overall extent of competition in the industry.



Threat of new entrants

Threat of new entrants into online retail business is significant. There are certain industry entry barriers such as the economy of scale and expected retaliation from current market players such as Amazon. Nevertheless, potential new market entrants may base their competitive advantage on innovative features and capabilities of their service offering or an innovative business model in general. In other words, innovation and creativity may play an instrumental role in terms of reducing the impact of industry entry barriers and the absence of switching costs for consumers further increases the threat of new entrants. Moreover, new market entrants will not have problems with access to distribution channels due to the readily available courier services such as DHL, TNT, UPS and others. Time of entry also can be mentioned as a significant factor increasing the threat of new entrants due to increasing popularity of online shopping. The absence of switching costs from Amazon to another e-tailer for customers can be mentioned as additional factor that can increase the threat of new entrants.

Bargaining power of buyers

Bargaining power of Amazon buyers is great in general. At the same time, it is important to clarify that for Amazon, the extent of buyer bargaining power varies across customer categories depending on the nature of products and services being consumed. Customers who purchase from Amazon marketplace possess the highest bargaining power because they are able to switch to a competition or substitute products and services and they are price sensitive to a significant extent. Moreover, buyer's ability to go for substitute website may be great due to highly intensive competition in the marketplace. Similarly, customers of Amazon electronic devices such as Kindle e-readers, Fire tablets, Fire TVs, and Echo have substantial bargaining powers due to the intensity of competition and the absence of switching costs. Buyers of Amazon Web Services (AWS), on the other hand, have less bargaining power compared to buyers from Amazon Marketplace, due to the presence of switching costs to an alternative service provider. Sellers on Amazon Marketplace as another category of Amazon customers do not yield a substantial bargaining power because of a lack of alternatives to Amazon and the company's leadership position as a global online retailer.

Bargaining power of suppliers

Bargaining power of Amazon suppliers is insignificant. Amazon deals with a wide range of suppliers due to the diversity of its business and the company exercises a vast bargaining power in relation to the majority of its suppliers. For example, authors and independent publishers with Kindle Direct Publishing are contracted on the basis of 70 per cent royalty option⁹⁵ and they are not in the position to bargain the amount of their royalty with Amazon. During 2017, no vendor accounted for 10% or more of Amazon purchases the ranges of factors that reduce supplier bargaining power include great numbers of suppliers aiming to work with Amazon and a moderate level of forward integration by suppliers. The e-commerce giant's ability to substitute its suppliers with ease can be mentioned as another factor with negative implications on supplier bargaining power.

Threat of substitute products or services

Threat of substitute products or services is substantial. There is a wide range of direct and indirect substitution for many types of products and services offered by Amazon. Direct substitutions for Amazon services include traditional physical stores. Other websites dedicated to the sales of specific product categories such as www.newegg.com for electronic

products, emusic.com for music and Barnes and Noble for literature represent a direct substitute for Amazon marketplace. Catalogue-format retail, on the other hand, can be mentioned as indirect substitution for Amazon.

Rivalry among existing firms

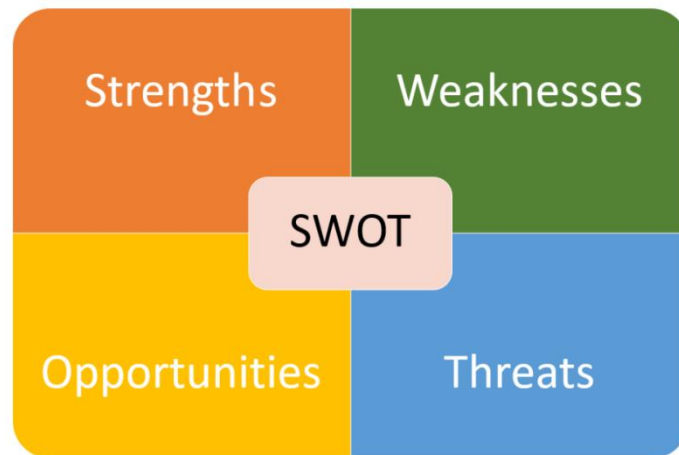
Rivalry among existing firms is intense. Rapid growth rates in the industry and the presence of exit barriers belong to the list of factors that increase the intensity of competition in e-commerce and online retail industry.

Amazon competitors can be divided into the following six categories:

- 1) Physical-world retailers, publishers, vendors, distributors, manufacturers, and producers of Amazon products;
- 2) Other online e-commerce and mobile e-commerce sites, including sites that sell or distribute digital content;
- 3) Media companies, web portals, comparison shopping websites, web search engines, and social networks, either directly or in collaboration with other retailers;
- 4) Companies that provide e-commerce services, including website development, fulfilment, customer service, and payment processing;
- 5) Companies that provide information storage or computing services or products, including infrastructure and other web services;

CHAPTER-4
SWOT ANALYSIS

SWOT ANALYSIS



SWOT is an acronym for strengths, weaknesses, opportunities and threats related to organizations.

AMAZON SWOT ANALYSIS:

STRENGTHS

1. Market leadership in the global scale
2. Experience in extensive utilization of the first mover advantage
3. Efficient and charismatic leadership by founder Jeff Bezos
4. Cost leadership due to efficient cost structure
5. Efficient customer relationship management

WEAKNESSES

1. Seasonality of the business
2. Low profit margins
3. Lack of focus on specific product or service categories
4. Weak competitive position of Amazon's Fire Phone

5. Damage to the brand image due to tax avoidance scandal in the UK

OPPORTUNITIES

1. Diversification of e-commerce business segment

2. Increasing focus on own brand products and services

3. Increasing physical presence of the brand

4. Developing more local sites in international markets

5. Engagement in strategic collaborations with companies in e-commerce and affiliated in industries

THREATS

1. Loss of profitability due to low profit margin

2. Patent infringement and other lawsuits against the company

3. Weakening of industry entry barriers

4. Threats to online security

5. Loss of market share after Jeff Bezos

CHAPTER-5
ANALYSIS OF FINANCIAL STATEMENTS

ANALYSIS OF FINANCIAL STATEMENTS

CASH FLOW STATEMENT

AMAZON.COM, INC.

CONSOLIDATED STATEMENTS OF CASH FLOWS (in millions)

	Year Ended December 31,		
	2015	2016	2017
CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD	\$ 14,557	\$ 15,890	\$ 19,334
OPERATING ACTIVITIES:			
Net income	596	2,371	3,033
Adjustments to reconcile net income to net cash from operating activities:			
Depreciation of property and equipment, including internal-use software and website development, and other amortization, including capitalized content costs	6,281	8,116	11,478
Stock-based compensation	2,119	2,975	4,215
Other operating expense, net	155	160	202
Other expense (income), net	250	(20)	(292)
Deferred income taxes	81	(246)	(29)
Changes in operating assets and liabilities:			
Inventories	(2,187)	(1,426)	(3,583)
Accounts receivable, net and other	(1,755)	(3,367)	(4,786)
Accounts payable	4,294	5,030	7,175
Accrued expenses and other	913	1,724	283
Unearned revenue	1,292	1,955	738
Net cash provided by (used in) operating activities	<u>12,039</u>	<u>17,272</u>	<u>18,434</u>
INVESTING ACTIVITIES:			
Purchases of property and equipment, including internal-use software and website development	(5,387)	(7,804)	(11,955)
Proceeds from property and equipment incentives	798	1,067	1,897
Acquisitions, net of cash acquired, and other	(795)	(116)	(13,972)
Sales and maturities of marketable securities	3,025	4,733	9,988
Purchases of marketable securities	(4,091)	(7,756)	(13,777)
Net cash provided by (used in) investing activities	<u>(6,450)</u>	<u>(9,876)</u>	<u>(27,819)</u>
FINANCING ACTIVITIES:			
Proceeds from long-term debt and other	353	621	16,231
Repayments of long-term debt and other	(1,652)	(354)	(1,372)
Principal repayments of capital lease obligations	(2,462)	(3,860)	(4,799)
Principal repayments of finance lease obligations	(121)	(147)	(200)
Net cash provided by (used in) financing activities	<u>(3,882)</u>	<u>(3,740)</u>	<u>9,860</u>
Foreign currency effect on cash and cash equivalents	(374)	(212)	713
Net increase (decrease) in cash and cash equivalents	<u>1,333</u>	<u>3,444</u>	<u>1,188</u>
CASH AND CASH EQUIVALENTS, END OF PERIOD	<u>\$ 15,890</u>	<u>\$ 19,334</u>	<u>\$ 20,522</u>
SUPPLEMENTAL CASH FLOW INFORMATION:			
Cash paid for interest on long-term debt	\$ 325	\$ 290	\$ 328
Cash paid for interest on capital and finance lease obligations	153	206	319
Cash paid for income taxes, net of refunds	273	412	957
Property and equipment acquired under capital leases	4,717	5,704	9,637
Property and equipment acquired under build-to-suit leases	544	1,209	3,541

ANALYSIS: The cash flow statement shows the changes in a company's cash position during a fiscal period. The cash flow statement uses the net income figure from the income statement and adjusts it for non-cash expenses. This is done to find the change in cash from the beginning of the period to the end of the period.

The cash flow statement begins with the net income and adjusts it for non-cash expenses, changes to balance sheet accounts, and other usages and receipts of cash. Put another way, it adjusts it for cash from operating activities, investing activities, and financing activities.

From the above Cash flow Statement we understand that there is efficient flow of funds and the firm is efficient and is flourishing with better working capital.

INCOME STATEMENT
AMAZON.COM, INC.
CONSOLIDATED STATEMENTS OF OPERATIONS
(in millions, except per share data)

	Year Ended December 31,		
	2015	2016	2017
Net product sales	\$ 79,268	\$ 94,665	\$ 118,573
Net service sales	27,738	41,322	59,293
Total net sales	107,006	135,987	177,866
Operating expenses:			
Cost of sales	71,651	88,265	111,934
Fulfillment	13,410	17,619	25,249
Marketing	5,254	7,233	10,069
Technology and content	12,540	16,085	22,620
General and administrative	1,747	2,432	3,674
Other operating expense, net	171	167	214
Total operating expenses	104,773	131,801	173,760
Operating income	2,233	4,186	4,106
Interest income	50	100	202
Interest expense	(459)	(484)	(848)
Other income (expense), net	(256)	90	346
Total non-operating income (expense)	(665)	(294)	(300)
Income before income taxes	1,568	3,892	3,806
Provision for income taxes	(950)	(1,425)	(769)
Equity-method investment activity, net of tax	(22)	(96)	(4)
Net income	\$ 596	\$ 2,371	\$ 3,033
Basic earnings per share	\$ 1.28	\$ 5.01	\$ 6.32
Diluted earnings per share	\$ 1.25	\$ 4.90	\$ 6.15
Weighted-average shares used in computation of earnings per share:			
Basic	467	474	480
Diluted	477	484	493

See accompanying notes to consolidated financial statements.

ANALYSIS: The next statement in our financial statements analysis is the income statement. The income statement is the first place for an analyst to look at if they want to assess a company's profitability.

The income statement provides a look at a company's financial performance throughout a certain period, usually a fiscal quarter or year. This period is usually denoted at the top of the statement, as can be seen above. The income statement contains information regarding sales, costs of sales, operating expenses, and other expenses.

In this analysis we can clearly see the the company is doing well as its income or let's say profit increases every year and no loss is incurred.

BALANCE SHEET

AMAZON.COM, INC. CONSOLIDATED BALANCE SHEETS (in millions, except per share data)

		December 31,	
		2016	2017
<u>ASSETS</u>			
Current assets:			
Cash and cash equivalents	\$	19,334	\$ 20,522
Marketable securities		6,647	10,464
Inventories		11,461	16,047
Accounts receivable, net and other		8,339	13,164
Total current assets		45,781	60,197
Property and equipment, net		29,114	48,866
Goodwill		3,784	13,350
Other assets		4,723	8,897
Total assets	\$	83,402	\$ 131,310
<u>LIABILITIES AND STOCKHOLDERS' EQUITY</u>			
Current liabilities:			
Accounts payable	\$	25,309	\$ 34,616
Accrued expenses and other		13,739	18,170
Unearned revenue		4,768	5,097
Total current liabilities		43,816	57,883
Long-term debt		7,694	24,743
Other long-term liabilities		12,607	20,975
Commitments and contingencies (Note 7)			
Stockholders' equity:			
Preferred stock, \$0.01 par value:			
Authorized shares — 500			
Issued and outstanding shares — none		—	—
Common stock, \$0.01 par value:			
Authorized shares — 5,000			
Issued shares — 500 and 507			
Outstanding shares — 477 and 484		5	5
Treasury stock, at cost		(1,837)	(1,837)
Additional paid-in capital		17,186	21,389
Accumulated other comprehensive loss		(985)	(484)
Retained earnings		4,916	8,636
Total stockholders' equity		19,285	27,709
Total liabilities and stockholders' equity	\$	83,402	\$ 131,310

Balance sheet shows the company's assets, liabilities, and stockholders' equity at a specific point in time. Unlike the income statement and the cash flow statement, which display financial information for the company during a fiscal period, the balance sheet is a snapshot of the company's finances at a specific point in time.

This analysis can be seen above in the line regarding the date. Compared to other financial statements examples, it states ‘December 31, 2017’ as opposed to ‘Year Ended December 31, 2017’. By displaying snapshots from different periods, the balance sheet shows changes in the accounts of a company.

Conclusion

Financial statements are complex and closely linked. There are many accounts in financial statements that can be used to represent amounts regarding different business activities. Many of these accounts are typically labeled “other” type accounts, such as “Other operating expenses, net”. In our financial statements examples, we examined how these accounts functioned for Amazon.

CHAPTER-6
LEARNING EXPERIENCE

LEARNING EXPERIENCE

The environment in an organization is totally different from what we experience in our college and class rooms. There, the people are busily working towards achieving the targets given to them. Even a small careless mistake may lead to Crores of loss for the company. So, the workers/employees must be efficient enough to make a bold move to finish the work within the stipulated time to achieve the target.

Time is given more importance and —no tomorrows and —no procrastination. There will be deadlines within which things have to be done or completed otherwise hard consequences waiting for us.

I was able to understand how Amazon disrupted the retail industry by making online shopping fast and convenient, and it's now taking on traditional retailers with its own brands.

It ushered in a new era of IT, by developing cloud computing in 2006, getting a years-long head start on its competitors. Now the company is by far the most dominant player in an industry that controls a fundamental part of the world's digital infrastructure.

Amazon also is a shipping company, an advertiser, a television producer, a grocery store. The list goes on.

Then there's the company's iconic but often enigmatic founder, Jeff Bezos, who has become the richest person on Earth but has his sights set on outer space.

I also learned the different factors that go behind the working of an organization, what decisions have what consequences and how team work makes the dream work.

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ANNEXURE

WEEKLY PROGRESS REPORT

Student Name	MANSI SHARMA
USN	1CR19MBA44
Title of the Study	An Organizational study on Amazon .Com Inc.
Organization	Amazon .Com Inc.
WEEK-1	
Duration (start date - End date)	6.8.2020 - 12.8.2020
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
WEEK-2	
Duration (start date - End date)	13.8.2020 - 18.8.2020
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
WEEK-3	
Duration (start date - End date)	19.8.2020 - 26.8.2020
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
WEEK-4	
Duration (start date - End date)	27.8.2020 - 30.8.2020
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography



Signature of the Student



Signature of the Guide

