



**Company Name - Amazon**

**amazon**



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## Founder - Jeff Bezos

**Jeffrey Preston Bezos** (born January 12, 1964) is an American entrepreneur, [media proprietor](#), investor, and [commercial astronaut](#).<sup>1</sup> He is the founder, executive chairman, and former president and CEO of [Amazon](#). With a net worth of US\$128 billion as of February 2023, Bezos is the [third-wealthiest person](#) in the world and was the wealthiest from 2017 to 2021 according to both [Bloomberg's Billionaires Index](#) and [Forbes](#).



## Vision & Mission

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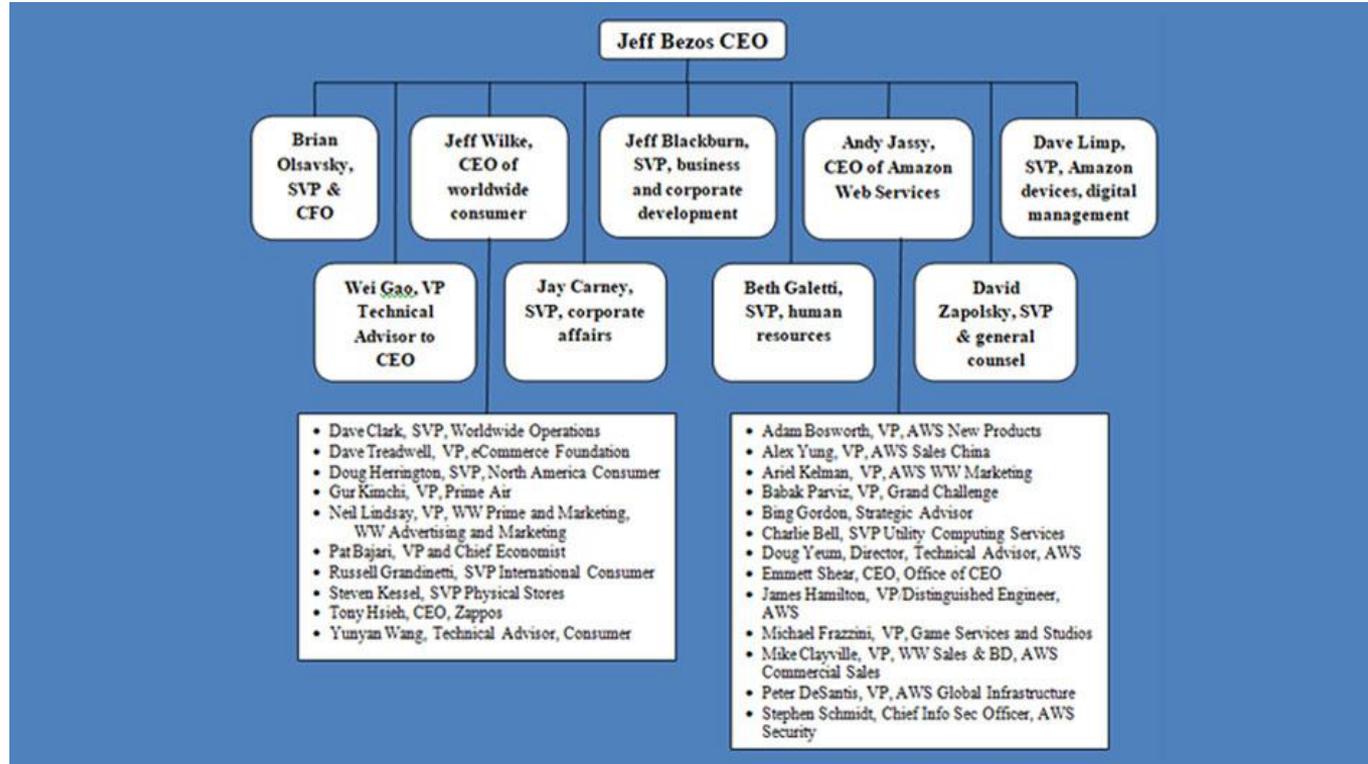
Amazon's mission statement is to “serve consumers through online and physical stores and focus on selection, price, and convenience.” Amazon's vision statement is “to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.”

# Quality Policy

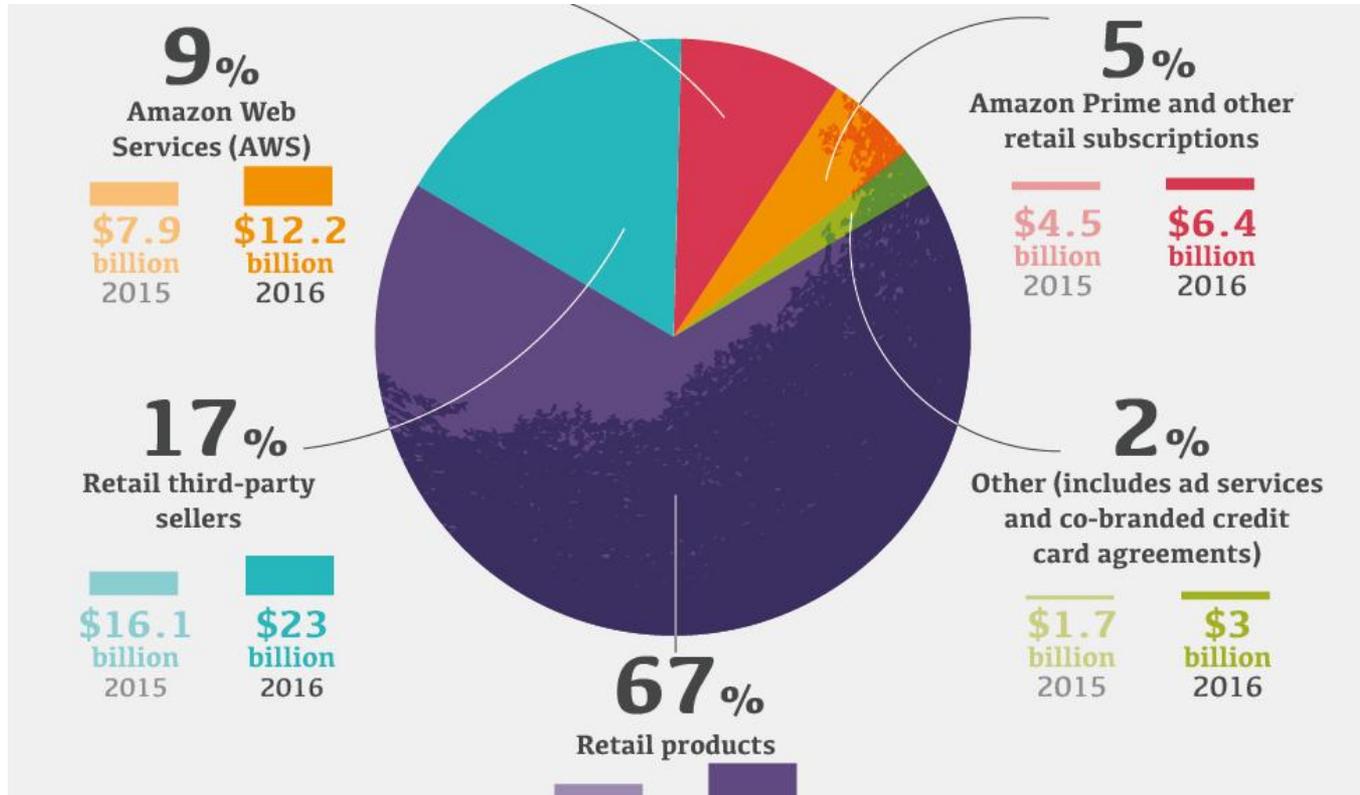


Amazon measures Order Defect Rate (ODR): the percentage of a seller's orders on which under 1% customers reported a problem with the product. Amazon sellers must keep their ODR If a seller cannot maintain an ODR of less than 1%, Amazon may remove listings, limit the ability to list and sell, remove or dispose of inventory, and withhold payments. Amazon places additional restrictions on certain products. These items may either be prohibited from being sold on Amazon, or be subject to specific requirements around labeling, condition or quality. Restricted products that are not prohibited require approval. Amazon asks sellers to provide documentation proving that the product is safe, authentic and meets any requirements set by Amazon or by law.

# Management Structure of Amazon.



# Financial Structure



# Challenges Faced by Amazon during COVID 19



Online retailers operating in India were forced to suspend operations hours after a 21-day nationwide stay-at-home order was announced March 24 due to a lack of clear guidelines and a mass exodus of employees in anticipation of lockdowns. Most of Amazon's more than 60 fulfilment centers across the country were reportedly shut for the first few days. In some states, delivery workers were not provided passes to make deliveries and some reportedly were even beaten by the local police for flouting the lockdown. By the time the confusion eased toward the end of March, e-commerce companies were staring at a huge backlog of deliveries, particularly for the essential items most sought after by consumers during the present crisis.



- Amazon called on the government to expand the list of essential items to include electronic goods, saying that the continuous shutdown of online sales could hurt consumers and small businesses operating on the platform. There were fewer than 1,000 active sellers left on Amazon India as of March 26 out of nearly 600,000 marketplace sellers on the platform after the company halted orders for nonessential items, according to e-commerce intelligence service Marketplace Pulse. Amazon-backed Cloudtail India, one of the largest sellers on Amazon's India marketplace, reportedly has delayed payments to brands and suppliers. "It's difficult to fulfill the loss in smartphones and fashion ... and too early talk about pent-up demand with the impact from job losses,"

## Sales forecasting during COVID - 19



Amazon said its operating profit in the fourth quarter will be in the range of \$1 billion \$4.5 billion .

Even by Amazon's standards, that's a wide gap and leaves a lot for investors to consider.

The stock, which is up 74% this year, dipped in extended trading even though Amazon beat expectations for revenue and earnings.

# Sales during COVID 19



With the pandemic shifting sales online and consumers flush with stimulus checks, Amazon on Thursday reported \$108.5 billion in sales in the first three months of the year, up 44 percent from a year earlier. It also posted \$8.1 billion in profit, an increase of 220 percent from the same period last year. The first-quarter results surpassed Wall Street's expectations. Shares were up as much as 5 percent in aftermarket trading. The most profitable parts of Amazon's retail business boomed. Revenue from merchants listing items on its website and using its warehouses was up 64 percent, to \$23.7 billion. Its "other" business segment, which is largely its lucrative advertising business, increased 77 percent, to almost \$7 billion. Amazon previously disclosed that 200 million people pay for Prime memberships, and subscription revenue for that service and others reached almost \$7.6 billion in the quarter. In addition to paying Amazon \$119 a year or \$12.99 a month for free shipping and other perks, households with Prime memberships typically spend \$3,000 a year on Amazon, more than twice what households without the membership spend, according to Morgan Stanley.

## How amazon helped it's employees during COVID 19



Amazon provided more than \$2.5 billion in bonuses and incentives for our teams globally in 2020. Full details. Amazon established a \$25 million relief fund for partners, such as delivery drivers, and seasonal associates facing financial hardship or quarantine.

Amazon has hosted more than 1,800 on-site vaccination events for front-line employees since March Amazon team creates a new face mask—donates their winning prize to research

