



# ENTERPRISE ANALYSIS AND DESK RESEARCH

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E-COMMERCE – Amazon

# FOUNDERS AND PROMOTERS OF AMAZON

Amazon was founded by [Jeff Bezos](#) from his garage in [Bellevue](#), Washington, on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories, a strategy that has earned it the moniker *The Everything Store*.



# MISSION AND VISION

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 OF AMAZON

Quality pervades every aspect of our operation at Amazon, ensure that we offer ship management service to the highest stranded. Our complete reliability across every aspect of our business is the result of our complete dedication to quality standards. The company is dedicated to the quality which will ensure that its services fully meet the requirement of its customers at all times.

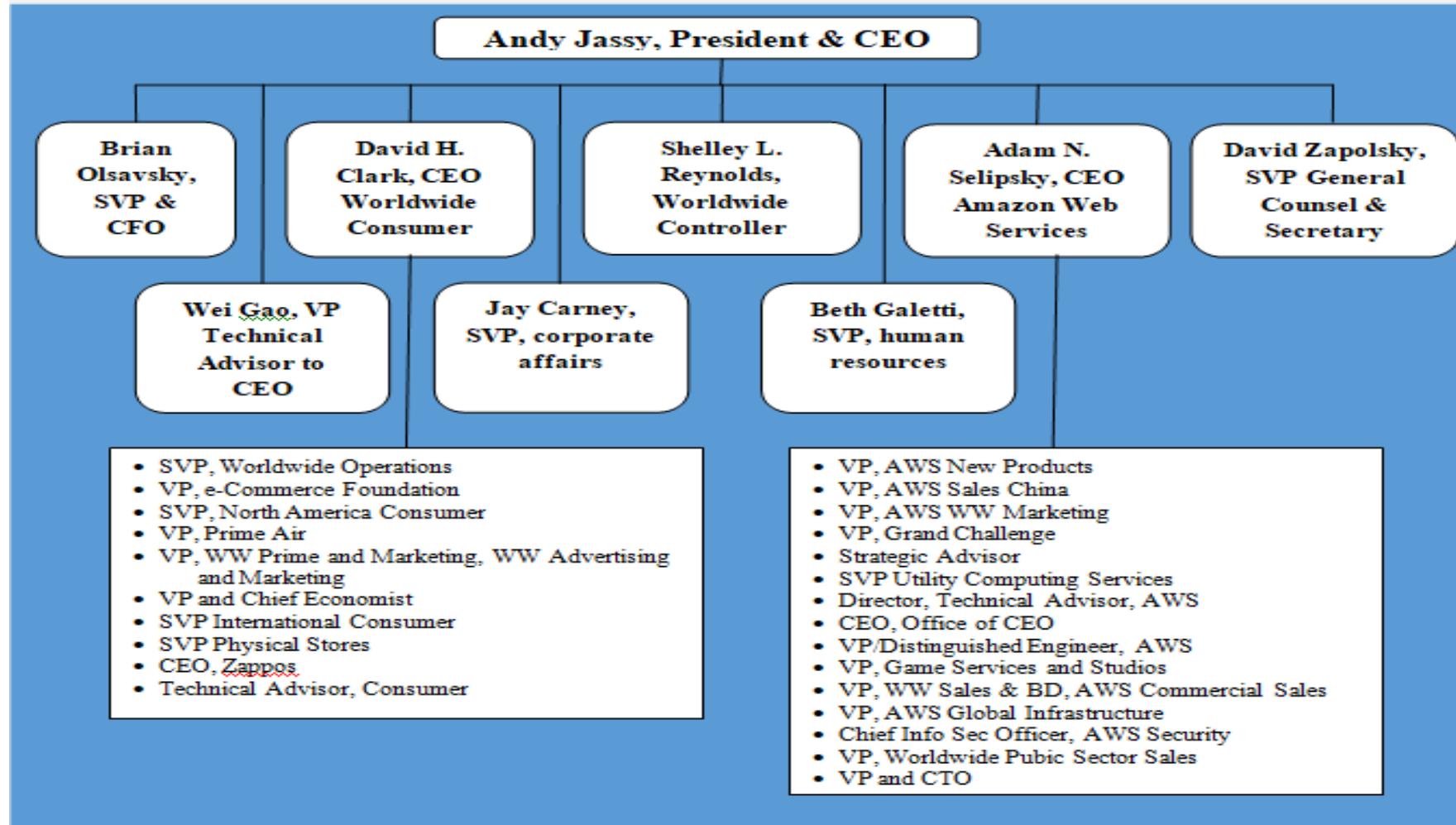
Amazon Quality Policy is based on the following Principles:

Everyone understanding hoe to do their job and doing it right first time in order we fulfil the needs we fulfil the needs of ours esteemed and valued customers.

Looking at our service provision processes, identifying the potential for errors and taking the necessary action to eliminate them.

The Quality policy principals and objectives will be communicated and available to staff at all time. Training will be an integral part of the Stratevest the objectives.

# AMAZON MANAGEMENT STRUCTURE



# AMAZON FINANCIAL STRUCTURE

Amazon.com, Inc. reported earnings results for the fourth quarter and full year ended December 31, 2022. For the fourth quarter, the company reported revenue was USD 149,204 million compared to USD 137,412 million a year ago. Net income was USD 278 million compared to USD 14,323 million a year ago. Basic earnings per share from continuing operations was USD 0.03 compared to USD 1.41 a year ago. Diluted earnings per share from continuing operations was USD 0.03 compared to USD 1.39 a year ago.

# CHALLENGES FACED BY AMAZON DURING COVID-19

The first place where [the coronavirus] hit hard was their supply chain," said Guru Hariharan, a former Amazon executive and CEO of Commerce IQ. "Amazon's holy grail or crown jewel is the supply chain. It's still yet to sort of come to normalcy.

The company was also facing issues with its supply chain. Amazon and its founder, Jeff Bezos, also attracted the ire of its warehouse workers who alleged that the company was putting their safety at risk by continuing operations. They alleged that Amazon was not being transparent about the COVID-19 cases in its facilities and that it was slow to provide them with personal protective equipment (PPE). Some of the workers complained that the retailer was risking their lives, forcing them to work during the pandemic in a bid to keep its stores running when most people were being asked to stay indoors. The retailer was also criticized by US Senators for allegedly firing whistleblowers who had raised concerns over warehouse conditions during the pandemic. With these being early days of the pandemic, some analysts opined that it could be a tough road ahead for Amazon as the company would have to grapple with the full impact of the COVID-19 pandemic.

# SALES FORECAST OF AMAZON DURING COVID-19

## **1. COVID-19 contributed to Amazon sellers' revenue in 2020.**

1. 51% of Amazon sellers say their sales increased during and/or because of the COVID-19 pandemic.
2. 44% said their businesses have performed better than expected because of the COVID-19 pandemic.

## **2. 85% of Amazon sellers are profitable going into 2021.**

1. 62% said their profits increased during 2020.

## **3. Ecommerce expansion is top priority for Amazon sellers in 2021.**

1. 96% plan to expand their Amazon businesses in 2021.
2. 39% are considering selling on Walmart.com in 2021, and many are exploring Shopify, Instagram, Target, and other platforms.

## **4. Sellers continue to invest in Amazon — but they have concerns.**

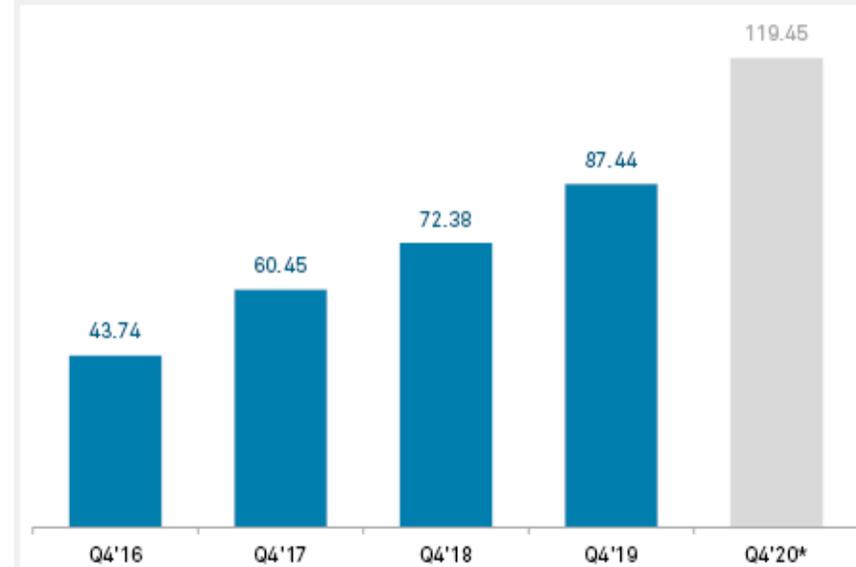
1. 66% are concerned about increased competition driving prices down.
2. Amazon's ad business is booming, but it's costing sellers; 62% are concerned about increasing ad costs on Amazon

# SALES OF AMAZON DURING COVID AND POST COVID

Amazon itself has turbocharged profits since the start of the pandemic. The multinational tech company reported a 70% increase in earnings in the first nine months of 2020, up US\$5.8 billion from a year earlier.

Amazon reported a near 200-percent rise in profits, accelerated by much of North America's swift shift to exclusively online shopping. Amazon's sales were US\$96.1 billion, up 37% from 2019, with profits rising to a jaw-dropping US\$6.3 billion.

Amazon's Q4 revenue growth (\$B)



As of Nov. 23, 2020.

\* Estimate

Source: S&P Global Market Intelligence

# HOW AMAZON HANDLED HIS EMPLOYEE DURING COVID

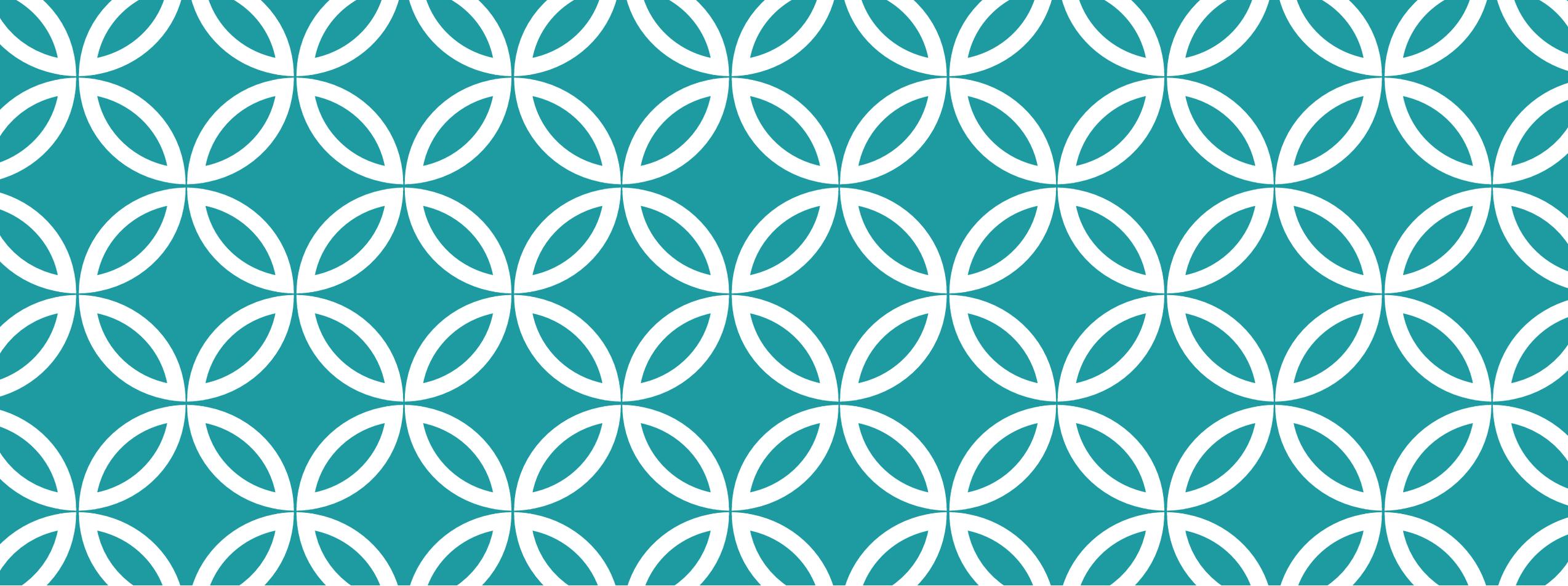
Our top priority is ensuring the health and safety of our employees, which is why Amazon invested over \$11.5 billion in 2020 on COVID-related initiatives to keep employees safe and get products to customers. This includes investments related to COVID-19 safety measures such as personal protective equipment, enhanced cleaning of our facilities, processes that allow for effective social distancing, higher wages for hourly teams, and developing our own COVID-19 testing capabilities, etc. Some of the precise numbers so far are:

- Provided 100 million+ masks to sites
- Added 2,298 handwashing stations
- Added 5,765+ janitorial staffers to our typical teams
- Provided an additional 34 million gloves
- Added 48 million ounces of hand sanitizer
- Added 93 million sanitizing spray and wipes.

# POLICIES OF THE GOVERNMENT AND SUPPORT GIVEN TO AMAZON

Govt signs MoU with Amazon to provide training, jobs to people with disabilities in Amazon

The Department of Empowerment of People with Disabilities (DEPwD) has signed an agreement with Amazon India and the Skill Council for People with Disabilities to jointly provide skill training and employment opportunities in e-commerce sector. The memorandum of understanding was signed in the presence of Social Justice and Empowerment Minister Virendra Kumar.



**THANK YOU** |