

Entreprise Analysis and Desk Research  
E commerce sector  
Amazon

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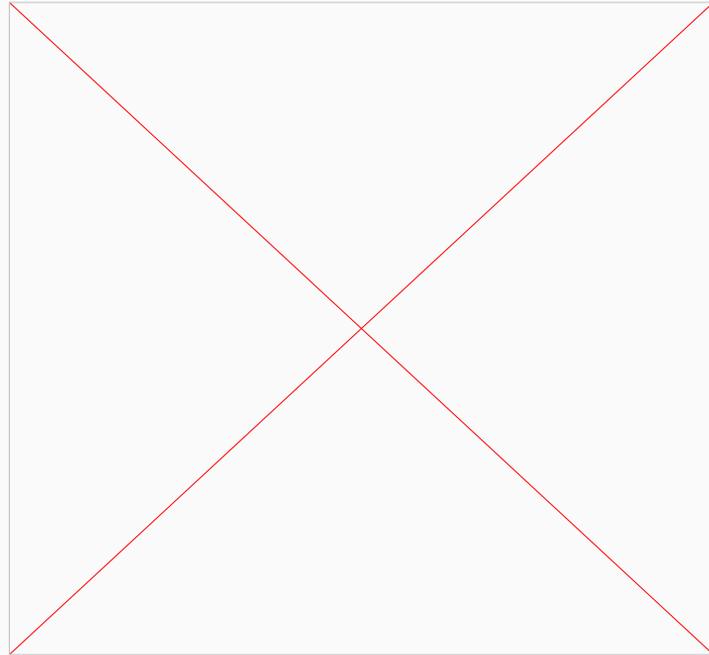
## Founders of Amazon:

Jeffrey Preston Bezos ; born January 12, 1964) is an American entrepreneur, media proprietor, investor, and commercial astronaut. He is the founder, executive chairman, and former president and CEO of Amazon.



# Promoters:

The top individual insider shareholders of Amazon are Jeff Bezos, Andrew Jassy, and Jeffrey Blackburn, and the top institutional shareholders are Advisor Group Inc., Vanguard Group Inc., and BlackRock Inc.



# Vision and Mission:

Our vision is to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online

Amazon's mission is to use technology and innovation to make shopping as convenient and efficient as possible for customers.

# USP

Convenience

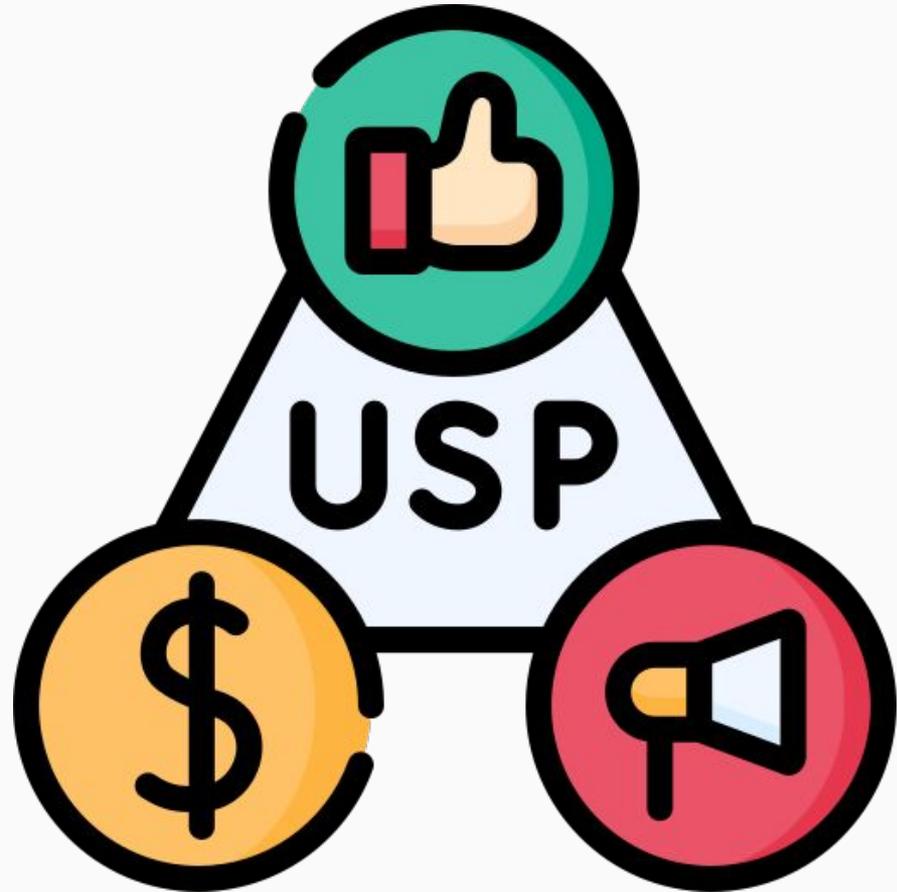
Selection

Pricing

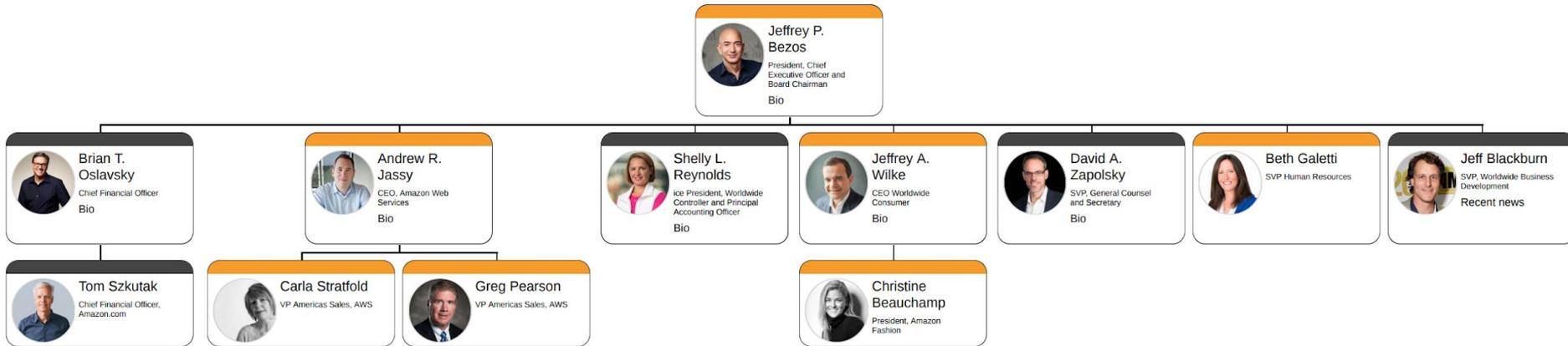
Delivery

Personalisation

Customer Service



# Management Structure

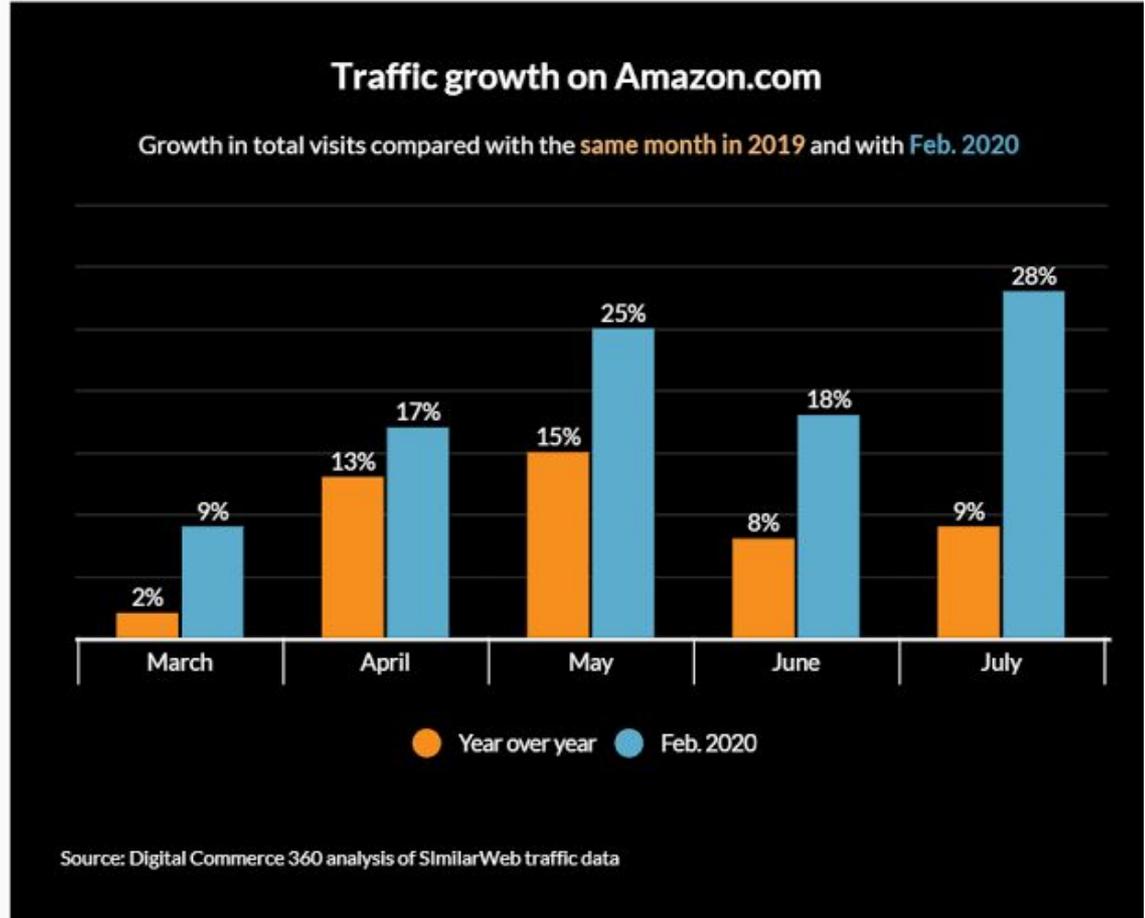


# Challenges during COVID

Amazon remains one of the few companies to benefit from the coronavirus pandemic, with surging online sales helping it to report record profits in July.

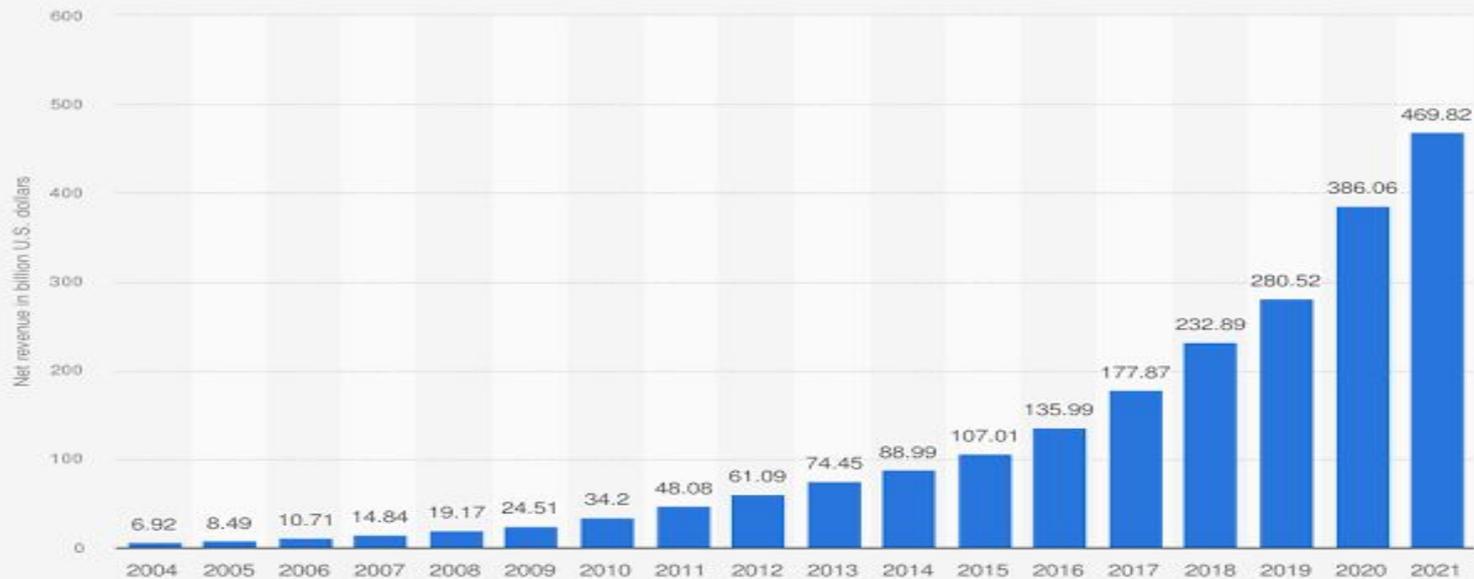
It didn't get there without navigating a slew of challenges, including a labor crisis that drew public scrutiny from lawmakers, regulators and workers rights groups.

Amazon's supply chain was hit hard, resulting in delivery delays and out-of-stock notices.



# Sales Figures:

**Annual net sales revenue of Amazon from 2004 to 2021 (in billion U.S. dollars)**



Source  
Amazon  
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Additional Information:  
Worldwide; Amazon; 2004 to 2021

# Company during COVID

Amazon is heavily invested in supporting employees, customers, and communities during the pandemic, from enhancing safety measures to increasing paid time-off. Here are a few examples:

We provided more than \$2.5 billion in bonuses and incentives for our teams globally in 2020. Full details.

We established a \$25 million relief fund for partners, such as delivery drivers, and seasonal associates facing financial hardship or quarantine.

With an eye on customers, Amazon is vigorously combating price gouging to ensure fair pricing and fight entities seeking to profit off the COVID-19 crisis



***Thank  
You!***