

AMAZON



VISION AND MISSION

➤ Vision

- “to be earth most customer centric company, to build a place where people can come to find and discover anything they might want to buy online”

➤ Mission

- “ to leverage technology and expertise of invaluable employees and to provide customer with the best shopping experience on the internet”

MANGEMENT STRUCTURE

- ▶ Although the Amazon.com service and experience were and still are at the core of the company's success, the characteristics of the company's organizational structure also play a huge role.
- ▶ The thing about Amazon's organizational structure is that it enables extensive top-down control over global e-commerce operations. This is ideal because the company has various operations in different business areas. As a leading online business, it's imperative for Amazon to maintain a structure that supports its diverse and rapidly expanding market reach.

CHALLENGES FACE AT THE COVID

- ▶ Amazon's supply chain was hit hard, resulting in delivery delays and out-of-stock notices.
- ▶ The company said it implemented more than 150 process updates inside its warehouses to stem virus transmission, from enhanced cleaning and social distancing measures, to mask requirements. It also ramped up testing for the coronavirus among its workers, and was testing workers at nearly a dozen warehouses in July.
- ▶ Amazon also has faced intense public scrutiny tied to its treatment of warehouse workers throughout the pandemic.
- ▶ At least eight Amazon employees have died from Covid-19.

HOW THE COMPANY HANDLED ITS EMPLOYEES AT TIME OF COVID

► Safty

testing hundreds of thousands of employees daily. If people have a fever, we'll ask them to go home and return to work when they are without fever for at least three days

JOB CREATION

To ensure that our teams are staffed to meet the challenge and responsibility of being a lifeline for Amazon customers, we have [hired 175,000 people across the U.S.](#)

► PAY AND TIME OFF FOR EMPLOYEES

We're offering a special one-time [Thank You bonus](#) totaling over \$500 million. All front-line employees and partners who were with the company throughout the month of June will receive a bonus

GOVERNMENT POLICY

- ▶ The economists examined credit and debit card data for 246,000 households, focusing on five states that recently enacted laws requiring Amazon to collect sales tax: California, New Jersey, Pennsylvania, Texas, and Virginia. They analyzed household spending at Amazon three months before and after the law took effect, and then compared the findings to spending patterns in states that did not adopt an online sales tax law.
- ▶ Households cut their spending at Amazon by about 10 percent when the company begins collecting sales tax, the economists found. The effect is even greater for larger purchases. Spending falls 16 percent for purchases larger than \$150 and 24 percent for those over \$300.

FANACIAL STRUCTURE



AMAZON SALES GROWTH DURING COVID

- ▶ While brick-and-mortar stores closed, Amazon has now posted four consecutive record quarterly profits, attracted more than 200 million Prime loyalty subscribers, and recruited over 500,000 employees to keep up with surging demand
- ▶ Amazon said it expects operating income for the current quarter to be between \$4.5 billion and \$8 billion, which includes about \$1.5 billion in costs related to COVID-19.
- ▶ Amazon saw its stock price nearly double in the first part of 2020 as it benefited from the pandemic.
- ▶ Its shares were up about 8.5% year to date versus the index's 13% gain

Thank
You!