

Title: Covid and Post Covid Analysis of E-commerce.

Name of Organization: Amazon

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Founder and Promoters

Jeff Bezos is an American entrepreneur who played a key role in the growth of e-commerce as the founder and chief executive officer of Amazon.com, an online retailer.



- Below are some Share Holders of Amazon

Stockholder	Stake	Shares owned
The Vanguard Group, Inc.	6.52%	664,770,900
BlackRock Fund Advisors	3.68%	375,545,302
SSgA Funds Management, Inc.	3.23%	329,849,003
T. Rowe Price Associates, Inc.	2.77%	282,601,501

Vision and Mission

- **Vision:** Amazon's 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's mission is "**to be Earth's most customer-centric company**", and our Operations and award-winning Customer Service teams are at the heart of that mission.

Quality Policy

- The ultimate goal is to deliver **quality** products to the customers. **Amazon** product **quality** is the top priority **for** the brand.
- Integrity-we believe in acting in an honest and professional way. Respect-we believe that mutual respect forms the foundation for honest relationships. Teamwork-we endeavor to work as one team towards a common set of clearly defined objectives.

Management Structure



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.**
- According to the company's annual report, Amazon's consolidated yearly sales growth rate was 2% in 2021 compared to 38% from the year prior.
- AWS, as it's commonly known, is the fastest-growing source of revenue for Amazon, netting 37% of sales in 2021. Compare that to North American and global sales of 18% and 22% in 2021, respectively.

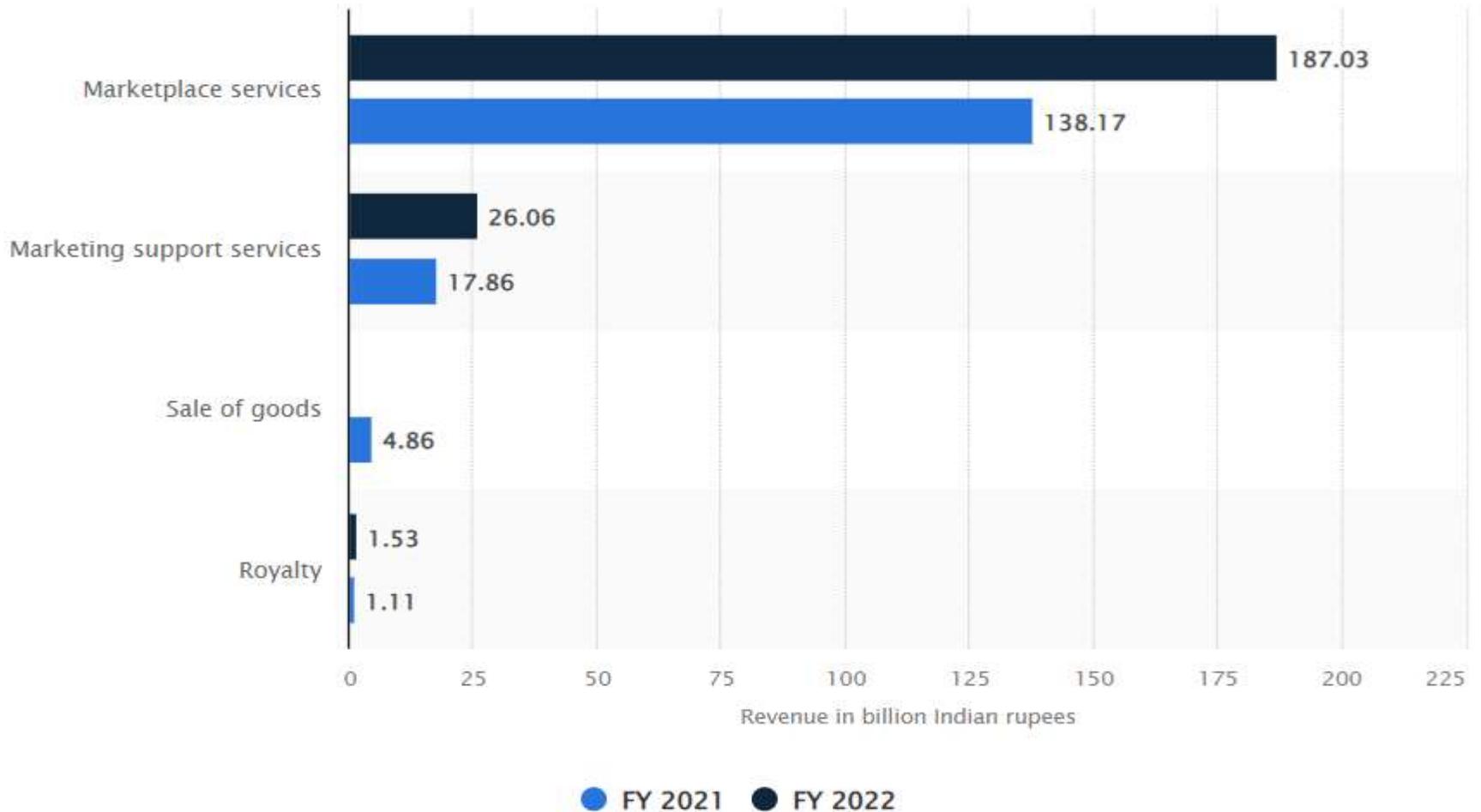
Service Challenges at the time of Covid

- The pandemic has exposed how **Amazon** treats its workers who pack and ship boxes inside vast warehouses.
- **Clearly fulfillment remains top of mind**, as Amazon struggled to keep up with demand.
- In the fight against the second wave of the virus that causes COVID-19, Amazon has **joined hands with ACT Grants**, Temasek Foundation, Pune.
- During Covid Lockdown, Delivery of product was main challenge.

Sales at the time of Covid

- Amazon's profit soars 220 percent as pandemic drives shopping online.
- 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.
- Most people were preferring to shop online rather than doing it physically, which seems to be safe.
- Sale got increase at the time of pandemic, which made it's foundation more stronger than it was before.

Sales sector



Management during Covid

- 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.

Government Policies

- A roundup of actions Amazon India has taken to reduce the spread of the coronavirus while supporting those directly and indirectly impacted by COVID-19.
- **Donate meals to those in need by asking Alexa:** While the country is gripped by the COVID-19 crisis, many people are in need of basic essentials such as food and shelter.
- **Amazon provides free COVID-19 health insurance for its sellers:** Amazon announced that it is providing a COVID-19 health insurance, completely free of cost for its sellers in India. The insurance will help cover the expenses related to COVID-19 hospitalization and treatment as well as ambulance assistance and ICU charges of up to INR 50,000, and it will be valid for one year after activation.

Thank You!!