

COVID AND POST COVID ANALYSIS

NAME OF ORGANIZATION: AMAZON

NAME OF STUDENT: NAIK SIMRAN NARENDRA

NAME OF FACULTY: POOJA GAVANDE MA'AM

FOUNDER OF AMAZON

- ▶ **Jeff Bezos**
- ▶ **Amazon is an American multinational technology company focusing on e-commerce**
- ▶ **Amazon was founded by Jeff Bezos from his garage in Bellevue, Washington, on July 5, 1994.**
- ▶ **Amazon went public in May 1997.**

MISSION STATEMENT

“SERVE CONSUMERS THROUGH ONLINE AND PHYSICAL STORES AND FOCUS ON SELECTION, PRICE, AND CONVENIENCE.”

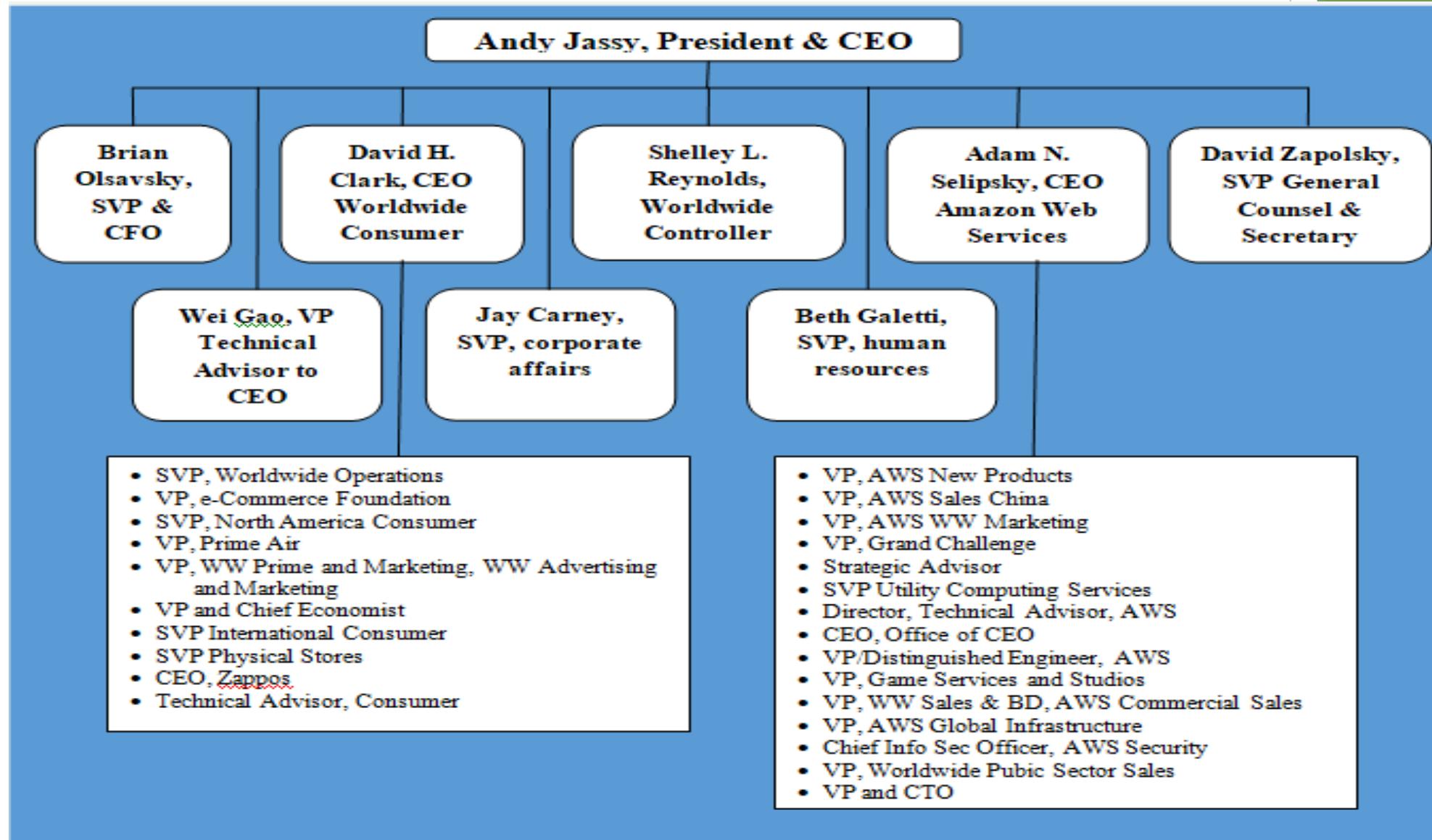
VISION STATEMENT

“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

- ▶ DOING JOB WELL AND UNDERSTAND THE NEED OF THEIR CUSTOMERS
- ▶ IDENTIFYING THE RISKS AND TAKING THE NECESSARY ACTION TO ELIMINATE THEM

MANAGEMENT STRUCTURE



CHALLENGES DURING COVID

- ▶ PRODUCT DELIVERY WAS TAKING WEEKS OR EVEN MONTHS DUE TO A SURGE IN DEMAND RESULTING FROM PANIC BUYING BY CONSUMERS.
- ▶ THE COMPANY WAS ALSO FACING ISSUES WITH ITS SUPPLY CHAIN.
- ▶ THE DEMAND PLACED A HUGE STRESS ON THE E-COMMERCE GIANT'S SUPPLY CHAIN
- ▶ PUTTING SAFETY AT RISK BY CONTINUING OPERATIONS.
- ▶ THE E-COMMERCE GIANT FACED SEVERAL PROTESTS FROM WORKERS FOR KEEPING ITS WAREHOUSES OPEN FOR DELIVERY.

SALES DURING COVID

- ▶ 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.

CONTINUED...

- ▶ The High Volume Of Orders During The Pandemic Has Let Amazon Operate More Efficiently.
- ▶ The Number Of Items Amazon Sold Grew 44 Percent, But The Cost To Fulfill Those Orders Was Up Only 31 Percent.
- ▶ 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.

SALES POST COVID

- ▶ AMAZON REVENUE FOR THE QUARTER ENDING DECEMBER 31, 2022 WAS \$149.204B, A 8.58% INCREASE YEAR-OVER-YEAR.
- ▶ AMAZON REVENUE FOR THE TWELVE MONTHS ENDING DECEMBER 31, 2022 WAS \$513.983B, A 9.4% INCREASE YEAR-OVER-YEAR.
- ▶ AMAZON ANNUAL REVENUE FOR 2022 WAS \$513.983B, A 9.4% INCREASE FROM 2021.
- ▶ AMAZON ANNUAL REVENUE FOR 2021 WAS \$469.822B, A 21.7% INCREASE FROM 2020.

HOW COMPANY HANDLED ITS EMPLOYEES DURING COVID

- ▶ SAFETY
- ▶ PAY AND TIME OFF FOR EMPLOYEES
- ▶ JOB CREATION

GOVT POLICIES TO SUPPORT E COMMERCE

- ▶ SOME OF THE MAJOR INITIATIVES TAKEN BY THE GOVERNMENT TO PROMOTE E-COMMERCE IN INDIA ARE AS FOLLOWS:
- ▶ AS OF NOVEMBER 2022, THE GEM PORTAL HAS SERVED 12.28 MILLION ORDERS WORTH RS. 334,933 CRORES (US\$ 40.97 BILLION) FROM 5.44 MILLION REGISTERED SELLERS AND SERVICE PROVIDERS FOR 62,247 BUYER ORGANISATIONS.
- ▶ 100% FDI IS ALLOWED IN B2B E-COMMERCE.
- ▶ 100% FDI UNDER THE AUTOMATIC ROUTE IS PERMITTED IN THE MARKETPLACE MODEL OF E-COMMERCE.

THANK YOU

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The rest of the background is plain white.