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Div .- 2nd

Subject -EADR (ED)

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Founder of Amazon

- ▶ Founder : Jeff Bezos
- ▶ Promoters :
 - 1) The Vanguard Group, Inc.
 - 2) Advisor Group Inc.
 - 3) BlackRock Inc. (BLK)
 - 4) T. Rowe Price Associates, Inc.

Vision And Mision

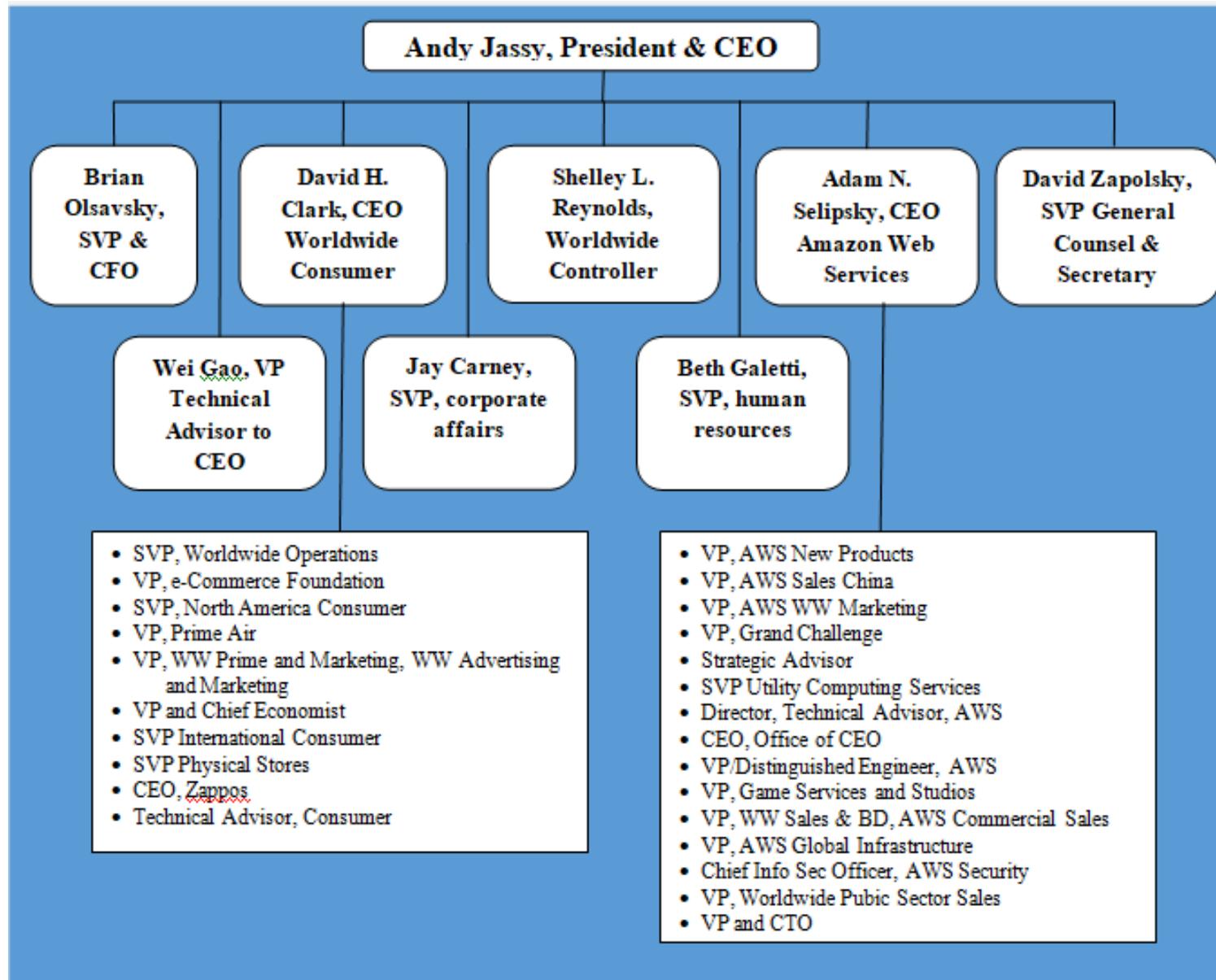
- ▶ **Vision -**

Customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking)

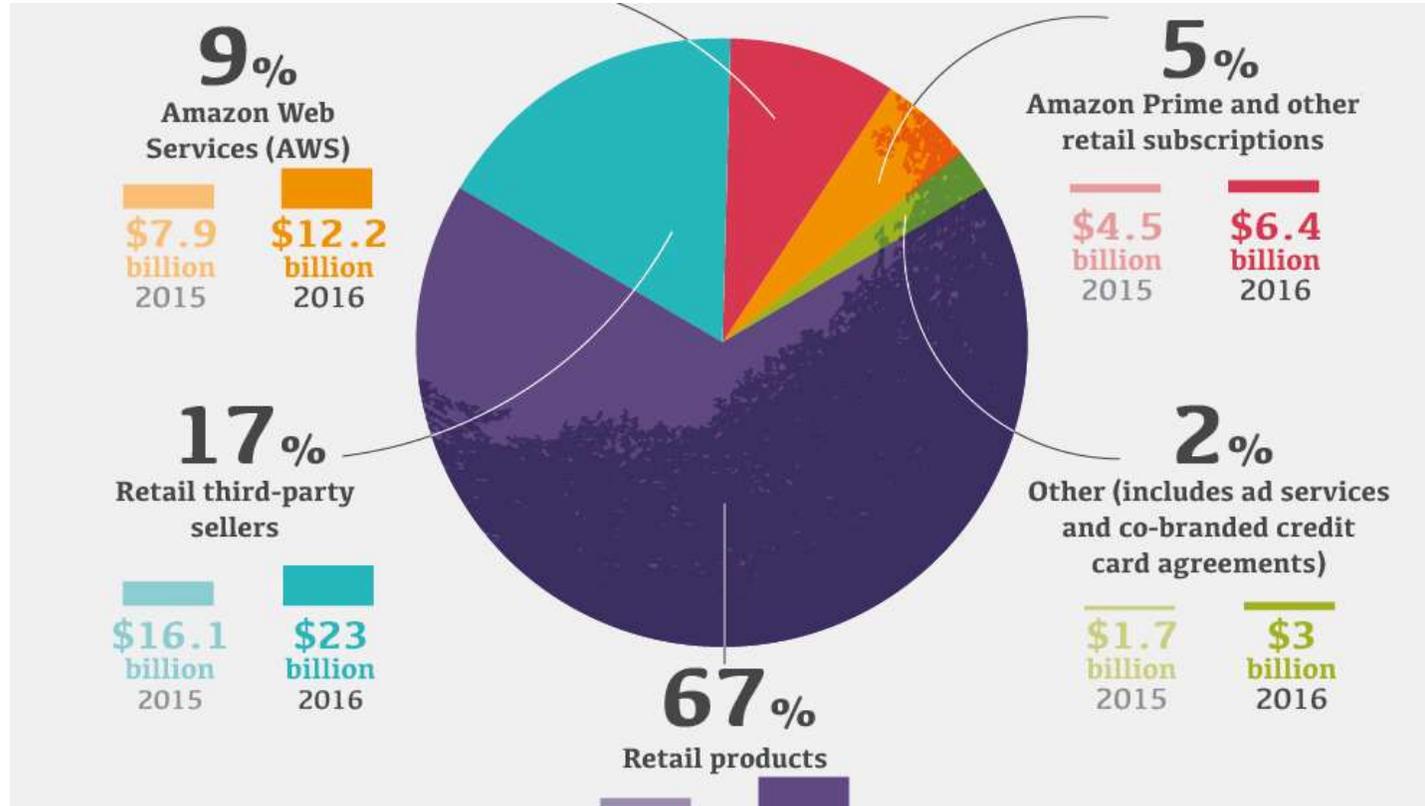
- ▶ **Mission -**

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.

Organization Structure



Financial Structure



How Amazon Handled Employees During COVID -19

- ▶ 1) Amazon offering teams more flexibility as we return to office
- ▶ 2) Amazon commitment will help global workers withstand COVID-19
- ▶ 3) Amazon front-line employees win big with Max Your Vax sweepstakes
- ▶ 4) Amazon offering teams more flexibility as we return to office
- ▶ 5) Amazon team creates a new face mask—donates their winning prize to research
- ▶ 6) Updated guidance on employees' return to corporate offices
- ▶ 7) Amazon and Virginia Mason Franciscan Health deliver 80,000 doses of the COVID-19 vaccine
- ▶ 8) Amazon launches at-home COVID-19 test collection kit for customers
- ▶ 9) More than half a million Amazon frontline employees have access to COVID-19 shots through on-site vaccinations

Quality policy

- ▶ 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.

Impact of COVID on Amazon

- ▶ Amazon has had to react with incredible speed and even its not-inconsiderable supply chain and fulfilment capabilities have been tested. Despite being one of the best placed in terms of infrastructure and agility to respond to this unprecedented surge arising from this unplanned event (whereas Prime day and Cyber week were planned), much like other retailers, Amazon was still challenged by the sheer volume of demand.
- ▶ Very focused demand on certain categories meant that Amazon had to react very quickly to combat issues that arose, to ensure that their platform and marketplace retained trust with shoppers. It was one of the first retailers to implement “price gouging” defense measures, and today continues its efforts in key categories such as hand sanitiser and masks, where some sellers were raising prices, or where the out of stocks led to higher price points as lower priced items sold out and came off the platform. Amazon were also quick to flag and take measures to rectify where sellers were inappropriately altering their product content to take advantage of the current situation such as, unauthorised medical claims that did not conform to safety standards, going as far as to put hold on 4000+ sellers and contacting customers who might have been affected.



GOVT. Policies For Sector

- ▶ The policy assumes significance in the context of the e-commerce industry report of the India Brand Equity Foundation (2022) (IBEF henceforth), which projects that with grocery and fashion/apparel as the key drivers, the Indian e-commerce industry would be valued at \$99 billion in 2024, eventually growing to \$300 ...17-Sept-2022
- ▶ To create a supportive regulatory business environment for the growth of e-commerce in India, the Ministry of Commerce and Industry released the draft National e-Commerce Policy (henceforth “the policy”) on 23 February 2019 (DPIIT 2019). The aim of the policy is to enhance consumer protection, data privacy and create a level playing field. It is expected to promote competition and protect the interests of all stakeholders—“investors, manufacturers, MSMEs, traders, retailers, startups, and consumers.” The policy aims for inclusive growth in the digital space and in the e-commerce sector along with Make in India and Digital India programmes. The government hopes to encourage competition and prevent market failures and other market distortions. The policy assumes significance in the context of the e-commerce industry report of the India Brand Equity Foundation (2022) (IBEF henceforth), which projects that with grocery and fashion/apparel as the key drivers, the Indian e-commerce industry would be valued at \$99 billion in 2024, eventually growing to \$300 billion by 2030.

Sales Of Amazon During COCID

