

ENTREPREISE ANALYSIS AND DESK RESEARCH – ASSIGNMENT 2

- NAME – SACHIN TAMBE
- ORGANISATION – AMAZON
- INSTRUCTOR – MRS. PUJA GAWANDE



FOUNDERS AND PROMOTERS OF AMAZON

- **FOUNDER** - **Jeff Bezos** founded Amazon.com in 1994. Amazon's mission is to be Earth's most customer-centric company.
- **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. (BLK)**.



VISION AND MISSION

- **VISION -**

Our 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 OF THE AMAZON

- Customer Obsession. Leaders start with the customer and work backwards. ...
- Ownership. Leaders are owners. ...
- Invent and Simplify. ...
- Are Right, A Lot. ...
- Learn and Be Curious. ...
- Hire and Develop the Best. ...
- Insist on the Highest Standards. ...
- Think Big.

MANAGEMENT AND FINANCIAL STRUCTURE OF AMAZON

- **MANAGEMENT STRUCTURE**

Amazon organizational structure can be classified as **hierarchical**. Senior management team include three CEOs and three senior vice presidents responsible for various vital aspects of the business reporting directly to CEO Andy

- **FINANCIAL STRUCTURE**

- **(1) balance sheets; (2) income statements; (3) cash flow statements; and (4) statements of shareholders' equity.** Balance sheets show what a company owns and what it owes at a fixed point in time. Income statements show how much money a company made and spent over a period of

CHALLENGES FACED AT THE TIME OF COVID

- CEO Jeff Bezos [acknowledged](#) early on in the pandemic that the coronavirus upended Amazon's operations. "The current crisis is demonstrating the adaptability and durability of Amazon's business as never before, but it's also the hardest time we've ever faced,"



SALES FORECASTING AT THE TIME OF COVID

- Amazon's response now includes an estimated \$4 billion in costs related to COVID-19 this holiday, up from \$2.5 billion last quarter. It is testing employees for the virus and getting protective gear for new hires. It also is working less productively because of social distancing at its warehouses, which accounts for a big part of its pandemic expense, Chief Financial Officer Brian Olsavsky said on a call with reporters.

SALES OF SECTOR COVID AND POST COVID

- **COVID** - Amazon's response now includes an estimated \$4 billion in costs related to COVID-19 this holiday, up from \$2.5 billion last quarter. It is testing employees for the virus and getting protective gear for new hires. It also is working less productively because of social distancing at its warehouses, which accounts for a big part of its pandemic expense, Chief Financial Officer Brian Olsavsky said on a call with reporters.
- **AFTER COVID** - 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 COMPANIES HANDLED ITS EMPLOYEES AT THE TIME OF COVID

- Provided 100 million+ masks to sites
- Added 2,298 handwashing stations
- Added 5,765+ janitorial staffers to our typical teams
- Provided an additional 34 million gloves
- Added 48 million ounces of hand sanitizer
- Added 93 million sanitizing spray and wipes
- Procured more than 31,000 thermometers and 1,115+ thermal cameras
- We're also spending over \$85 million redeploying team members from their typical roles to perform safety related tasks and audits at sites around the world. This includes team members who are "social distancing ambassadors" helping with temperature checks.

POLICIES OF GOVERNMENT AND SUPPORT TO AMAZON

- “significantly reduced prices, high discounts or any other such promotions or attractive offers” for a period of time “limit customer choice, increase prices and prevent a level playing field.”