

## Module 2 - Introduction to the Module

### Module Summary:

This module provides an overview of the course content and aims to introduce students to the key concepts and theories that will be explored throughout the module. It covers the following topics:

#### Module Objectives

#### Module Content

The module is divided into four main sections. The first section introduces the concept of the module and the importance of understanding the key concepts and theories. The second section covers the historical development of the module and the role of the module in the field. The third section explores the current state of the module and the challenges facing the field. The fourth section discusses the future of the module and the potential for further research and development.

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Amazon.com Inc. is a multinational technology company focusing on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the world's most valuable companies, with a market capitalization of over \$1 trillion. The company was founded in 1994 by Jeff Bezos and is headquartered in Seattle, Washington. Amazon's primary business is e-commerce, with Amazon.com being its flagship website. The company has expanded its operations globally, with major hubs in Europe, Asia, and the Middle East. Amazon's success is attributed to its customer-centric approach, wide product selection, and efficient logistics network. The company has also been a leader in cloud computing through Amazon Web Services (AWS) and in digital streaming through Amazon Prime Video. Amazon's commitment to innovation and customer satisfaction has driven its growth and success over the years.

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#### Amazon.com Inc. - Business Model

Amazon's business model is based on three main pillars: e-commerce, cloud computing, and digital streaming. The e-commerce segment is the largest, accounting for over 60% of the company's revenue. It includes the Amazon.com website, which is the largest online retailer in the United States, and Amazon's physical retail stores, including Amazon Books, Amazon Fresh, and Amazon Go. The cloud computing segment, known as Amazon Web Services (AWS), is the second largest and is a major driver of the company's growth. AWS provides a wide range of cloud services, including computing, storage, and networking, to businesses and individuals around the world. The digital streaming segment, which includes Amazon Prime Video and Amazon Music, is the smallest but is also a significant part of the company's revenue. Amazon Prime, a subscription service that includes access to Amazon Prime Video, Amazon Music, and free shipping, is a key part of this segment.

#### Amazon.com Inc. - Financial Performance

Amazon's financial performance has been exceptional in recent years. The company's revenue has grown rapidly, with a 37% increase in 2020 compared to 2019. This growth has been driven by strong performance in all three segments, with e-commerce and cloud computing showing particularly strong growth. Amazon's profitability has also improved significantly, with a 25% increase in operating income in 2020 compared to 2019. This improvement has been driven by a combination of factors, including cost-cutting measures, operational improvements, and a focus on high-margin businesses like AWS and digital streaming. Amazon's financial performance has also been reflected in its stock price, which has risen from around \$1,000 in 2019 to over \$3,000 in 2020. This performance has solidified Amazon's position as one of the world's most valuable companies.