

# Amazon - Company Profile

## Amazon

# Amazon Company Profile ## 1. Basic Information \* \*\*Founded Year:\*\* 1994 \* \*\*Founder:\*\* Jeff Bezos \* \*\*Current CEO:\*\* Andy Jassy (as of 2024) \* \*\*Headquarters:\*\* Seattle, Washington, U.S. \* \*\*Number of Employees:\*\* Approximately 1.52 million (as of December 31, 2023) \* \*\*Website:\*\* amazon.com \* \*\*Contact:\*\* customer-service@amazon.com (primarily via web forms), +1-888-280-4331 ## 2.

Company Overview Amazon is a leading global technology company specializing in e-commerce, cloud computing, digital streaming, and artificial intelligence. Its core business revolves around operating the world's largest online marketplace, providing cutting-edge cloud infrastructure through Amazon Web Services (AWS), and developing innovative consumer electronics. The company's mission is "To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online." Founded by Jeff Bezos as an online bookstore, Amazon rapidly diversified, launching Amazon Prime in 2005 and pioneering cloud computing with AWS in 2006, fundamentally reshaping its business model and global reach. ## 3. Key Products and Services Amazon offers a diverse portfolio of products and services across various segments: \* \*\*Amazon.com:\*\* The world's largest online retail marketplace for goods and services. \* \*\*Amazon Web Services (AWS):\*\* A comprehensive, broadly adopted, and leading cloud computing platform providing scalable and reliable infrastructure services. \* \*\*Amazon Prime:\*\* A subscription service offering expedited shipping, streaming benefits (Prime Video), exclusive shopping deals, and other perks. \* \*\*Kindle:\*\* A line of e-readers and a platform for digital books and magazines. \* \*\*Amazon Alexa / Echo devices:\*\* Voice assistant technology integrated into smart speakers and other devices for smart home control, information, and entertainment. \* \*\*Whole Foods Market:\*\* A prominent natural and organic food supermarket chain acquired by Amazon. \* \*\*Amazon Advertising:\*\* A suite of digital advertising solutions for sellers and brands. \* \*\*Prime Video / Amazon MGM Studios:\*\* A streaming video-on-demand service and a content production studio for original films and television series. ## 4. Leadership Team \* \*\*Chief Executive Officer (CEO):\*\* Andy Jassy \* \*\*Chief Financial Officer (CFO):\*\* Brian Olsavsky \* \*\*CEO of Amazon Web Services (AWS):\*\* Adam Selipsky \* \*\*Executive Chairman of the Board:\*\* Jeff Bezos ## 5. Market Position Amazon boasts a market capitalization of approximately \$1.9 trillion (as of Q2 2024), making it one of the world's most valuable companies. It holds a dominant position in e-commerce (estimated ~38-40% of the U.S. market) and is the leading provider in cloud computing (AWS holds ~31-33% market share globally). Key competitors include Walmart and Target (retail), Microsoft Azure and Google Cloud (cloud services), and Netflix and Disney+ (streaming). Amazon operates globally, with extensive presence across North America, Europe, Asia, and other regions through various localized marketplaces and logistics networks. ## 6. Recent Achievements (2023-2025) In late 2023 and early 2024, Amazon reported strong financial performance, notably accelerating growth in AWS. The company significantly advanced its generative AI initiatives, integrating new capabilities across AWS services, consumer devices like Alexa, and retail operations. Project Kuiper, Amazon's satellite internet constellation, continued its development with successful prototype launches and expanded manufacturing, moving closer to offering global broadband. Additionally, Amazon introduced an ad-supported tier for Prime Video in early 2024, diversifying its monetization strategies for its popular streaming service.