

Course: New Product Development (MADSC203)

Final Assessment

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Agenda

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 - Summary of process
 - Product Innovation Charter
 - Marketing Research
 - Patent strategy
 - Platform technologies
 - Specification of the product
 - Production
 - New Product Development processes
 - Organizational structure
 - Concept testing
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INTRODUCTION



- Jeff Bezos established Amazon.com, Inc. in the United States in 1994. The first global websites were launched in 1998.
- Millions of businesses choose Amazon Business as their primary online shopping destination. It provides all the benefits that Amazon customers love, including availability, convenience, and quick, dependable shipping, in addition to special features and benefits for businesses of all kinds.
- The company offers goods in a variety of categories, including clothing, auto and industrial equipment, beauty and health care, electronics, groceries, books, games, jewellery, kids' and infant products, movies, music, sporting goods, toys, and tools, among others.
- E-commerce, cloud computing, digital streaming, artificial intelligence, and online advertising are some of Amazon's business interests.
- Some other Services Offered by Amazon are Prime Video, Amazon Music, Amazon Pay, Amazon Prime Amazon Dash, Amazon Smile, Amazon Advertising etc.



Busniess and employee Developmennt

Year	Employees	Sales in million US\$	Net income in US\$ million
2010	33,700	34.203	1.152
2011	56,200	48,082	631
2012	88,400	61,092	-39
2013	117,300	74,452	345
2014	154,100	88,988	-278
2015	230,800	107.006	618
2016	341,400	135,987	2,467
2017	566,000	177,866	3.027
2018	647,500	232,887	10,073
2019	798,000	280,522	11,588
2020	1,298,000	386,064	21,331
2021	1,608,000	469,822	33,360

Amazon Marketplaces (International) ^[38]

region	country	domain	introduction
Asia	People's Republic of China	amazon .cn	Sep 2004
	India	amazon .in	June 2013
	Japan	amazon.co .jp	Nov 2000
	Singapore	amazon.com .sg	July 2017
	Turkey	amazon.com .tr	Sept 2018
	United Arab Emirates	amazon .ae	May 2019
Europe	France	amazon .fr	Aug 2000
	United Kingdom	amazon.co.uk _	October 1998
	Germany	amazon.de _	October 1998
	Italy	amazon .it	Nov 2010
	Netherlands	amazon.nl _	November 2014
	Spain	amazon .es	September 2011
	Sweden	amazon .se	October 2020
	Poland	amazon.pl _	March 2021

Amazon Mission Statement and Vision Statement

Amazon's mission statement is to "serve consumers through online and physical stores and focus on selection, price, and convenience." Amazon's vision statement is "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." Jeff Bezos highlighted "day one" as a core driver. He explained, "day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death. And that is why it is always Day 1."



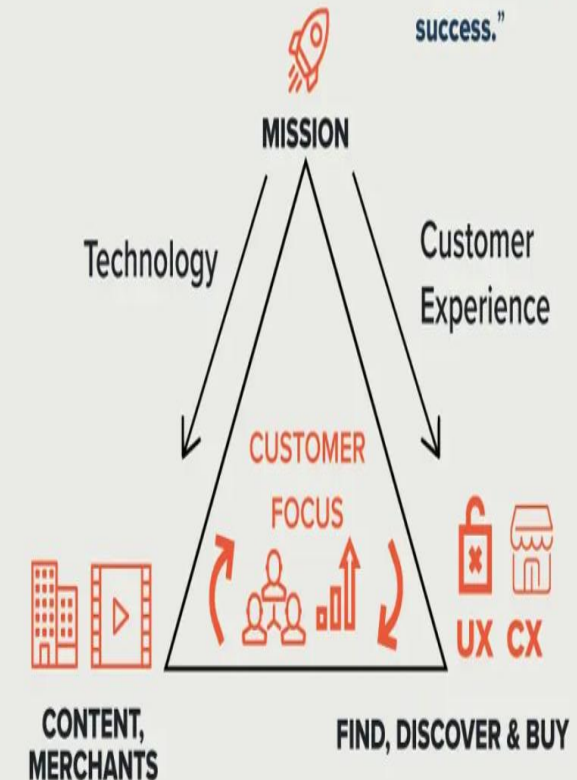
Amazon Mission Vision Statement



"to be Earth's most customer-centric company."



"Our mission is to continually raise the bar of the **customer experience** by using the **internet and technology** to help **consumers find, discover and buy anything**, and **empower businesses and content creators to maximise their success.**"



Product Innovation charter.

- **Key Point to a Successful E-commerce Business**

1. Delivered a Good Product with great Price.
2. Think like your Target Users Do
3. Never Stop Advertising!
4. Implement new idea according to customer needs.
5. By help of MI understand requirement of customer.

- Amazon is e-commerce company offers goods in a variety of categories, including clothing, auto and industrial equipment, beauty and health care, electronics, groceries, books, games, jewellery, kids' and infant products, movies, music, sporting goods, toys, and tools, among others.

- **Target market segment**

The target market for Amazon, which has about 120 million products for sale on its website, includes people from all socioeconomic backgrounds, including singles, families, professionals, and people with low to high incomes. People all over the world.

- **Core Competencies**

1. Distribution and logistics.
2. Building Platforms That Can Survive on Their Own.
3. Making use of technology.

- **USPs (Unique selling point)**

1. Quick shipping and a vast range,
2. Amazon offers great value.
3. Amazon has worked to identify the customer wants that it is certain won't change ever since it first started.
4. Customers will almost certainly want their items faster and cheaper no matter what the future holds.

- **Guidelines of amazon**

These some verification requiried by the guildelines of Amazon.

1. Profile verification
2. Contact Details Verification
3. Vaild Adress Verification (Through Pin)
4. Alians verification
5. Vaild Cerdit or Debit card required for payment.
6. Bank OTP Verification During the time of payment

DELIGHT FACTORS OF AMAZON



Potential retailers learn a lot from AMAZON, which motivates them to succeed in their pursuits.

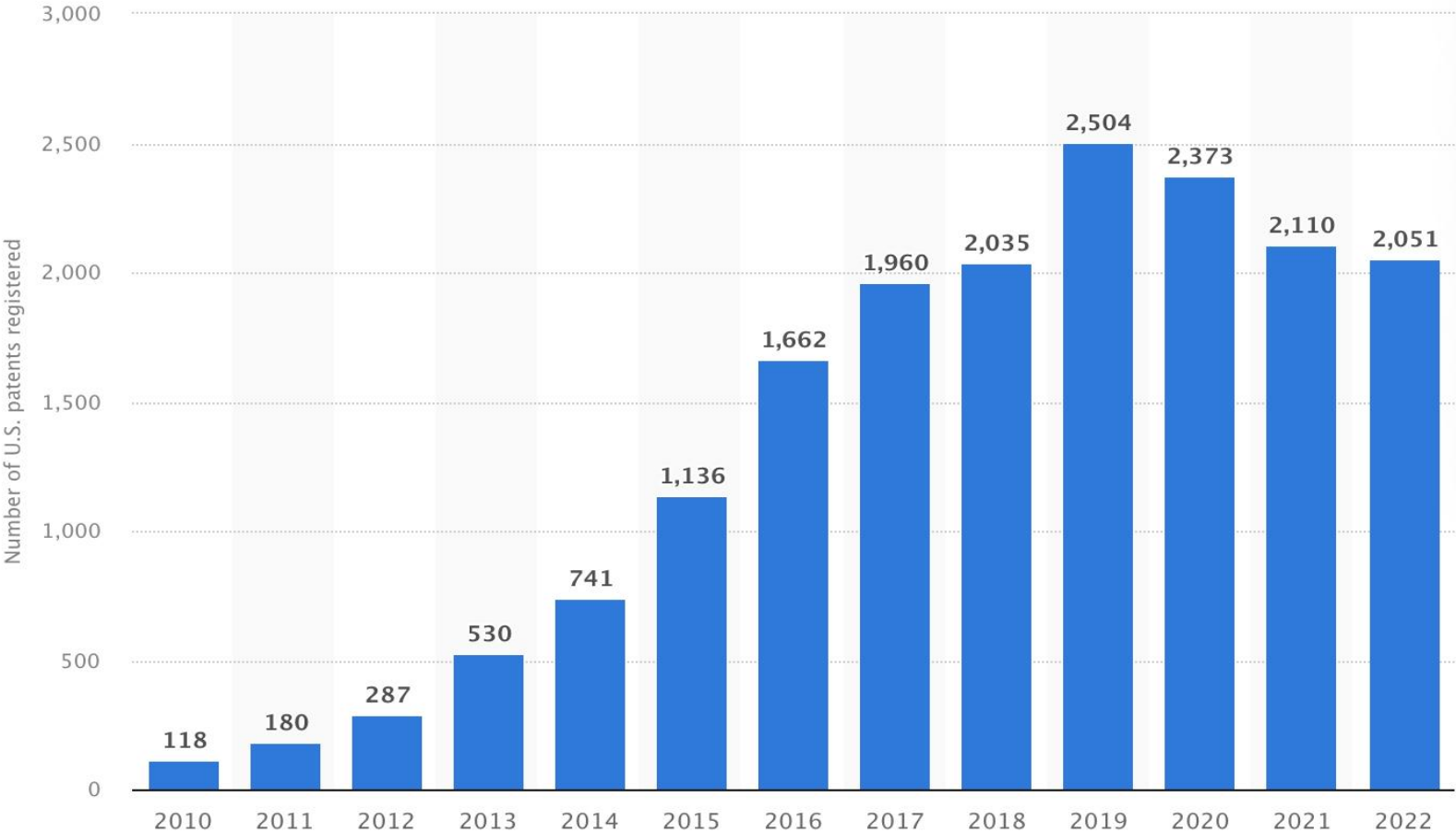


PATENT STRATEGY

The United States Patents and Trademarks Board issued a total of two thousand and fifty one patents to Amazon Systems in two thousand and twenty two. In comparison to the prior year, this shows a 3% declination in the number of United States patents awarded.

HOW TO CHECK PATENT

- 1. Search for list on Amazon
- 2. Order a Product sample
- 3. Search Online



amazon



AI POWERED ROBOT



DIGITISED TRADING IN INDIA



FLEET OF DELIVERY DRONES

Specification of the product;

- Strategy: The Everything Store ,
- autonomous vehicle,
- satellite internet,
- food market and much more.

- It also provides variety of downloadable and streaming options through Prime, video, music, twitch, & audible units.
- **Private labeled product:** They sells many products under its own brand name, including phone chargers, batteries, and diaper wipes.
- **Third-party sellers:** Some other large e-commerce sellers are using amazon to sell their products, In addition to their own websites.
- **Affiliate program, Product review, Amazon sales rank, etc..**

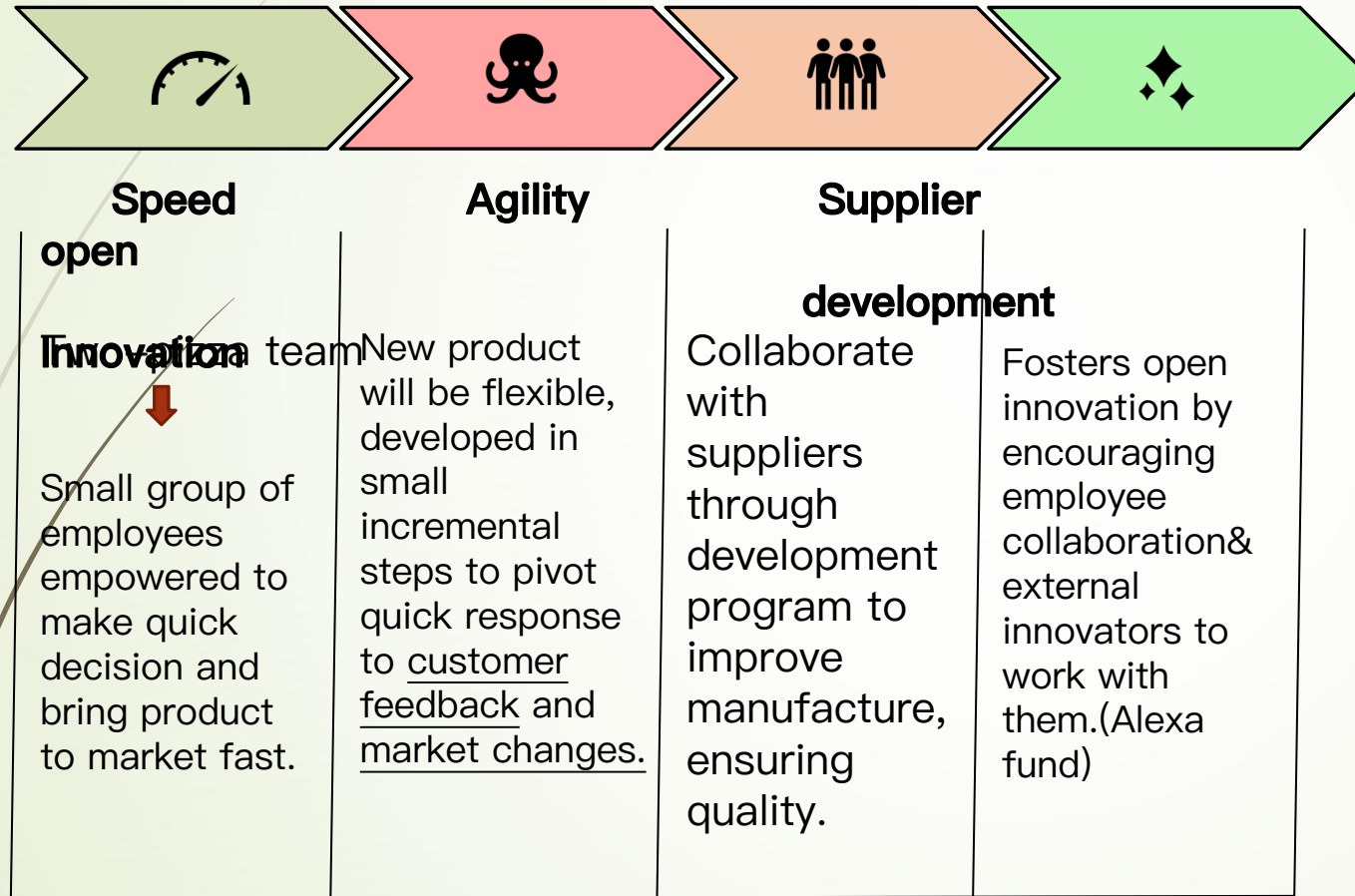
Amazon is a massive global corporation that produces and sells wide range of products and services.

Advertising: it operates massive advertising platforms which helps them to increase their profits by advertising the product and services on company's websites and other digital properties.

Amazon also provides other companies to advertise through their websites by paying to be listed as featured product then sells their product by taking their small percentage from the sales price.

- Worldwide
- Rev: \$513.98 billion (2022)
- No.employees; 1,541,000
- 8th of the fortune 500 ranking(largest united state corporations by total revenue)

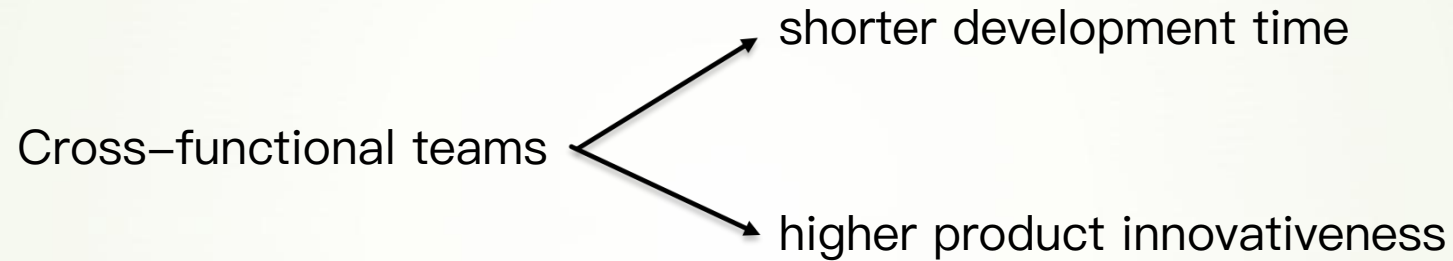
New product development processes;



Overall, Amazon's NPD process focused on speed, agility, supplier development and open innovation. These processes have trigger the company to Innovate continuously and introduce new products and services to market that delight its customer.

Organizational structure and its relationships

- Organizational structure affects the relationships between departments and functions and the management of activities.
- Companies use project management and cross-functional teams in the purpose of **Organizational structure**.



Cross-functional teams in
Decentralized Structure of Amazon

→ **Agile teams**

Concept testing

- The main purpose of screening ideas is to find out the idea will be successful or not.
- Testing who and how????
- Different kinds of feedbacks can be observed from potential customer discussions and developed prototypes.
- In February 2021, Amazon identified three concepts which were compatible with Alexa.

smart sticky note printer

smart nutrition scale

smart cuckoo clock




commercialization

- Is the main part starts after positive feedback from market testing.
- Advertising is a large part of costs.
- Amazon automatically commercializes its products and services.
- Different businesses use amazon for increasing their sale.
- By the service to the sellers and also buyers commercialization happens in a less costly way.



conclusion

- Amazon used NPD strategies in different categories from the start of its business until now.
 - Amazon tries to be an enjoyable environment for costumers.
 - Project management and cross–functional teams are used in Amazon's organizational structure.
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