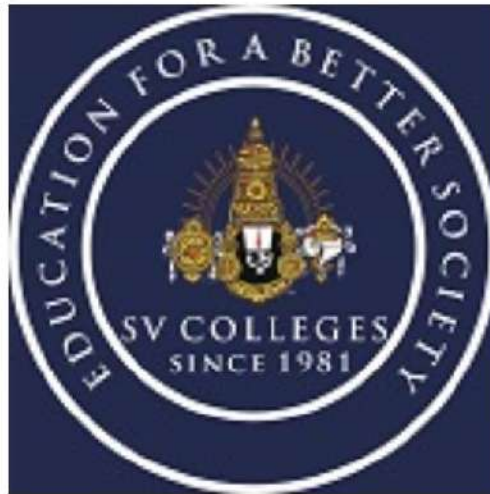




Manual Testing Amazon



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INTRODUCTION

Amazon is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Facebook. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second largest private employer in the United States and one of the world's most valuable companies. As of 2020, Amazon has the highest global brand valuation.

Amazon distributes downloads and streaming of video, music, and audio books through its Amazon Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, film and television studio Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices.

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<https://www.amazon.in/open/s?k=open>

† History

Jeff Bezos founded Amazon in July 1994. He chose Seattle because of technical talent as Microsoft is located there. In May 1997, Amazon went public. It began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, Amazon began selling items including video games, consumer electronics, home improvement items, software, games, and toys.

In 2002, Amazon launched Amazon Web Services (AWS), which provided data on website popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, Amazon grew its AWS portfolio when Elastic Compute Cloud (EC2), which rents computer



❖ Branches

Amazon is an American technology company that has a multinational presence with offices and facilities around the world. The company is based in Seattle, Washington and has over 800,000 U.S. employees. Amazon's global headquarters are in more than 40 owned and leased buildings spread across Seattle's adjacent South Lake Union, Denny Triangle, and Downtown neighborhoods. The company was previously headquartered in rented space within the Pacific Medical Center, located in the city's Beacon Hill neighborhood, from 1998 to 2011. On August 21, 2019, Amazon opened its largest campus in the world at Nanakramguda in Hyderabad, India. It is the first Amazon-owned campus located outside the United States and features the single largest Amazon-owned building in the world. The 9.5 acre campus houses over 15,000 employees.



<https://supplychain.amazon.com/>

✚ **Fulfillment and warehousing:-**

Amazon fulfillment centers are large facilities with hundreds of employees, sometimes thousands. Employees are responsible for five basic tasks: unpacking and inspecting incoming goods; placing goods in storage and recording their location; picking goods from their computer recorded locations to make up an individual shipment; sorting and packing orders; and shipping. A computer that records the location of goods and maps out routes for pickers plays a key role: employees carry hand-held computers which communicate with the central computer and monitor their rate of progress. A picker may walk 10 or more miles a day.

Below is a list of Amazon's fulfillment centres and warehouses:-

- North America
 - ✚ United States
 - ✚ Canada
 - ✚ Mexico
- Europe
 - ✚ France

- Germany
- Italy
- Poland
- Slovakia
- Spain
- United Kingdom
- Asia
 - China
 - Japan
 - India
 - Singapore
- Australia
- Brazil

❖ Products and Services

Amazon's product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games.

Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries. In November 2020, the company started an online delivery service dedicated to prescription drugs. The service provides discounts up to 80% for generic drugs and up to 40% for branded drugs for Prime subscribe users.

Amazon.com has a number of products and services available, including:

- Audible
- Amazon Prime
- Amazon Web Services

- Alexa
- Amazon Pay
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Prime Video
- Kindle Store
- Music
- Amazon Digital Game Zone
- Amazon Studios
- Amazon Wireless
- Amazon Academy

amazon.com.
marketplace

amazon
fulfillment

amazon Prime

amazon payments

amazon kindle

kindle fire

amazon
fresh

amazon
reviews

amazon
Vine™ Voice

amazon appstore

amazon
game studios

amazon drive

amazon
prime video



audible
an amazon company

amazon music



PROBLEMS

As we know India's population is equivalent to 17.7% of the world's total population and it also ranks 2nd in the list of countries by population. In order to grow and expand its business, and give cutthroat competition to its rivals, it becomes very essential for Amazon to attract consumers from each and every corner of the country.

In the year 2020, lockdowns became the new normal, businesses and consumers increasingly “went digital”, providing and purchasing more goods and services online, raising e-commerce's share of global retail trade from 14% in 2019 to about 17% in 2020. Changing consumer spending habits as a result of the coronavirus pandemic contributed to the spike in e-commerce sales last year, as state wide lockdowns and fear of contracting the virus kept consumers out of physical stores.



[https://www.amazon.in/stores/Open/Homepage/page/3661E374-0C6A-4554-A2EF-](https://www.amazon.in/stores/Open/Homepage/page/3661E374-0C6A-4554-A2EF-72C38D935712)

[72C38D935712](https://www.amazon.in/stores/Open/Homepage/page/3661E374-0C6A-4554-A2EF-72C38D935712) As all the local markets were closed for a quite long period of time, the demand for some local products, (which were preferred to be bought by the consumers from local markets only) was also increased. However, Amazon had already opened their doors for the local sellers, still there was something missing to attract more consumers for buying local products.

An overview of Amazon

Amazon's popularity is widespread around the globe. It has over **310 million active** users and **100 million subscribers** worldwide. Being the world's leading online retailer, Amazon bags many achievements, eye-popping profits, and successful launches.

Jeff Bezos laid the foundation of Amazon in 1994. Originally, the company started as an online bookstore but soon converted to a top online retailer selling almost everything from **A to Z** just like its logo says.

Amazon is the world's leading online retailer and its success has spurred other physical, brick, and mortar retailers to have an online presence. It is often referred to as the online equivalent of Wal-Mart because of its reach and global footprint as well as its aggressive pricing strategies.

The darkness of COVID-19 still looming, 2020 seems a grim time for conducting a SWOT analysis for most businesses – but not Amazon. In this Amazon SWOT analysis, we will see why 2020 has been a challenging yet rewarding year for Amazon.

SWOT analysis is a contextual review of the strengths, weaknesses, opportunities, and threats.

Let's discuss this online retail giant in a little depth and understand the company's business scenario with the help of **Amazon SWOT analysis**.





- **Strength:** Internal factors enabling Amazon's growth
- **Weaknesses:** Internal factors hindering Amazon's success
- **Opportunities:** External factors fueling Amazon's rise
- **Threat:** External factors retarding Amazon's progress

"We have been innovating to expand the e-commerce opportunity to both customers and businesses in the areas of vernacular, voice and video enabled initiatives for the past few years," he said.

In March this year, Alexa was introduced on the Amazon shopping app for Android devices to help users shop using voice commands.

Amazon Alexa, a cloud-based voice service that powers Echo range of smart speakers, also understands proper nouns in various languages such as Hindi, Marathi, Gujarati, Kannada, Bengali, Tamil, Telugu, among others.

Last year, Amazon also launched an automated messaging assistant in Hindi, while customer service is available in five Indian languages, including English, Hindi, Kannada, Telugu and Tamil.



Choose your preferred language

English	<input checked="" type="radio"/>
हिन्दी BETA	<input type="radio"/>
தமிழ் BETA	<input type="radio"/>
తెలుగు BETA	<input type="radio"/>
മലയാളം BETA	<input type="radio"/>
ಕನ್ನಡ BETA	<input type="radio"/>

Continue in English

Launching Soon

Marathi (मराठी)	Bengali (বাংলা)
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Language options can be changed anytime. We'll translate information to help you browse, shop, and communicate. We are continuously improving the language experiences on Amazon.in If you have feedback on these translations, please contact Customer Support. Please note that translations are provided for convenience

CONCLUSION

Amazon has its task cut out as far as its future strategies are concerned and this SWOT Analysis can provide a guide and a roadmap that the company can implement going forward. The key take away from this SWOT Analysis is that Amazon has to focus on profitability and not volumes alone if it has to be competitive in the future where volumes and market leadership are not alone to add value to its stock.

SWOT analysis clarifies the current standing of Amazon. Few necessary improvements are needed to be done to administer the lacking and reinforce its market position.

In short, Amazon needs to strengthen its key areas, minimize its weaknesses, avail opportunities, and counteract threats for future progress.

- The highly competitive ecommerce world of today requires online sellers to be able to provide their buyers with the best possible shopper and user experience. This also applies to your international customers. Make this extra effort and localize your product listings to benefit from global sales.
- Inspire your customers with a feeling of confidence and trust: this is strongly related to being able to communicate in their native language.
- Don't assume that everybody speaks English as they may lose interest in your offer due to the extra linguistic hassle.