

**Amazon.com, Inc.** is an American multinational technology company focusing on [e-commerce](#), [cloud computing](#), [online advertising](#), [digital streaming](#), and [artificial intelligence](#). It is considered one of the [Big Five](#) American technology companies, alongside, [Apple](#), [Meta](#) (parent company of [Facebook](#)) and [Microsoft](#).

Amazon was founded by [Jeff Bezos](#) from his garage in [Bellevue](#), Washington, on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories, a strategy that has earned it the moniker *The Everything Store*. It has multiple [subsidiaries](#) including [Amazon Web Services](#) (cloud computing), [Zoox](#) ([autonomous vehicles](#)), [Kuiper Systems](#) (satellite Internet), and [Amazon Lab126](#) (computer hardware [R&D](#)). Its other subsidiaries include [Ring](#), [Twitch](#), [IMDb](#), and [Whole Foods Market](#). Its acquisition of Whole Foods in August 2017 for US\$13.4 billion substantially increased its footprint as a [physical retailer](#).<sup>[8]</sup>

Amazon has earned a reputation as a disruptor of well-established industries through technological innovation and "aggressive" reinvestment of profits into capital expenditures. As of 2023, it is the world's largest [online retailer](#) and [marketplace](#), [smart speaker](#) provider, cloud computing service through AWS, [live-streaming](#) service through Twitch, and [Internet company](#) as measured by [revenue](#) and [market share](#). In 2021, it surpassed [Walmart](#) as the world's largest retailer outside of China, driven in large part by its paid subscription plan, [Amazon Prime](#), which has close to 200 million subscribers worldwide. It is the [second-largest private employer in the United States](#).

As of October 2023 Amazon is [the 12th most visited website in the world](#) with 82% of its primary domains traffic coming from the United States.

Amazon was founded on July 5, 1994, by [Jeff Bezos](#), who chose the [Seattle](#) area for its abundance of technical talent, as [Microsoft](#) was in the area.



## Who We Are

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's most customer-centric company, Earth's best employer, and Earth's safest place to work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon.

## Amazon Leadership Principles

We hold ourselves and each other accountable for demonstrating the Amazon Leadership Principles through our actions every day. Our Leadership Principles describe how Amazon does business, how leaders lead, and how we keep the customer at the center of our decisions. Our unique Amazon culture, described by our Leadership Principles, helps us relentlessly pursue our mission of being Earth's most customer-centric company, best employer, and safest place to work.

The Amazon Leadership Principles articulate the core values and guiding philosophies that Amazon's leaders adhere to in their decision-making and actions. Here's a summarized overview of these principles:

### 1. Customer Obsession:

- Leaders prioritize customer needs and trust.
- They constantly seek to earn and maintain customer trust.
- Customer focus takes precedence over competitor-centric approaches.

### 2. Ownership:

- Leaders think long term, avoiding short-term gains at the expense of lasting value.
- They act in the best interest of the entire organization, not just their team.
- "Not my job" mentality is discouraged; leaders take responsibility for the company's overall success.

### 3. Invent and Simplify:

- Leaders encourage innovation and simplicity.
- External awareness and openness to new ideas are valued.
- Being misunderstood during innovation is accepted as part of the process.

### 4. Learn and Be Curious:

- Leaders maintain a continuous learning mindset and seek self-improvement.
- Curiosity about new possibilities and proactive exploration are encouraged.

### 5.Hire and Develop the Best:

- Leaders raise performance standards with each hire and promotion.
- Recognizing and developing exceptional talent is a priority.

### 6.Insist on the Highest Standards:

- Leaders maintain exceptionally high standards for products, services, and processes.
- Continuous improvement and fixing problems at their root are emphasized.

## Our Positions

We created this page to provide customers, investors, policymakers, employees, and others our views on certain issues. While our positions are carefully considered and deeply held, there is much room for healthy debate and differing opinions. We hope being clear about our positions is helpful.

## Awards and Recognition

Since day one we have strived to be the Earth's most customer-centric company. We're honored to be recognized for the work we do on behalf of our customers, employees, and communities around the world. Here are some recent awards we've received.

### Customers Rankings:

- No. 1 Lowest-priced Retailer, Profitero, 2023, seven years running
- No. 1 Top Shopping Website & No. 5 Top Beauty Destination among Teens, Piper Sandler's Generation Z Survey, 2021-2022
- No. 2 Fortune World's Most Admired Companies, 2023—Ranked in the top 2, seven years running.
- No. 2 Brand Finance Global 500: World's Most Valuable Brand, 2022—Ranked in the top 10, eleven years running.

### Employees Rankings:

- No. 1 LinkedIn Top Companies U.S. Edition, 2023—No. 1 for three years in a row, and ranked in the top 3, six years running
- Drucker Institute & WSJ Best-Managed Companies, 2022—Ranked in the top 8, six years running

- April 2012** Amazon launched AmazonSupply
- May 2014** AmazonSupply offers 2.2 million products in 17 categories
- April 2015** Amazon folds AmazonSupply into Amazon Business Marketplace
- May 2016** Amazon Business amassed 300,000 customers, 9 million business-relevant items for sale
- July 2016** Amazon Business hits \$1B in sales, 400,000 customers, 30,000 marketplace sellers in first year of operation
- July 2017** Amazon Business now serves 1 million customers, through 85,000 business sellers, offering hundreds of millions of business-relevant products
- August 2018** Amazon activates "Pay by invoice" feature for all third-party sellers to allow business buyers to be invoiced and pay later.
- Sep 2018** Amazon Business achieves \$10B in sales.

## What We Do

Although our business has evolved over the years, one constant is customers' desire for lower prices, better selection, and convenient services. Today, Amazon shoppers can find what they're looking for online and in person. From delivering fresh produce to their doorstep to creating and distributing movies, music, and more, we are always finding new ways to delight our customers.



## Amazon Store

Amazon's online store is one of the largest and most comprehensive e-commerce platforms globally. It offers a vast selection of products, ranging from books and electronics to clothing and household items. The key features of the Amazon store include:

- **Extensive Product Catalog:** The Amazon store boasts an immense product catalog, including both Amazon's own products and those from third-party sellers. This wide variety allows customers to find virtually anything they need.
- **User-Friendly Interface:** The website and mobile app feature a user-friendly interface with personalized recommendations, reviews, and a seamless checkout process.
- **Amazon Prime:** Amazon's subscription service, Amazon Prime, provides members with benefits such as free and fast shipping, access to streaming services like Prime Video, Prime Music, and more.
- **Customer Reviews:** Product pages include customer reviews, contributing to a transparent and informed shopping experience.

## Devices and Services

Amazon produces a range of hardware devices and offers associated services that enhance user experiences. These include:

- **Amazon Echo:** A line of smart speakers powered by the virtual assistant Alexa. Echo devices can perform various tasks, including answering questions, playing music, and controlling smart home devices.
- **Kindle:** Amazon's e-reader, designed for digital reading. Kindle devices provide access to a vast library of e-books, audiobooks, and periodicals.
- **Fire Tablets:** Affordable tablets with access to a wide range of apps, games, and entertainment content.
- **Amazon Music and Prime Video:** Streaming services offering music and video content. Prime Video includes original shows and movies.
- **Amazon Alexa:** The voice-controlled virtual assistant that powers many Amazon devices, providing hands-free control and information retrieval.

## Amazon Web Services

AWS is Amazon's cloud computing platform, providing a suite of services that empower businesses and organizations to run applications and store data in the cloud. Key aspects of AWS include:

- **Compute Services:** Services like Amazon EC2 (Elastic Compute Cloud) provide scalable computing power for various applications.
- **Storage Services:** Amazon S3 (Simple Storage Service) offers scalable and secure object storage, while Amazon EBS (Elastic Block Store) provides block-level storage for EC2 instances.
- **Database Services:** AWS offers a variety of managed database services, including Amazon RDS (Relational Database Service) and Amazon DynamoDB for NoSQL databases.
- **Machine Learning and AI:** Services like Amazon SageMaker enable developers to build, train, and deploy machine learning models.
- **Serverless Computing:** AWS Lambda allows developers to run code without provisioning or managing servers.

## Delivery and Logistics

Amazon's delivery and logistics operations are critical to its success in providing fast and reliable shipping services. Key elements include:

- **Amazon Prime:** The subscription service offers members fast and often free shipping on eligible items, as well as access to additional services like Prime Video and Prime Music.
- **Fulfillment Centers:** Strategically located warehouses where products are stored, processed, and shipped. The use of robotics and automation helps streamline operations.
- **Last-Mile Delivery:** Amazon invests in various methods, including its own delivery network, drones, and partnerships with delivery services, to ensure efficient last-mile delivery to customers.
- **Amazon Flex:** A platform that allows individuals to sign up as independent contractors to deliver packages using their vehicles.

## Entertainment

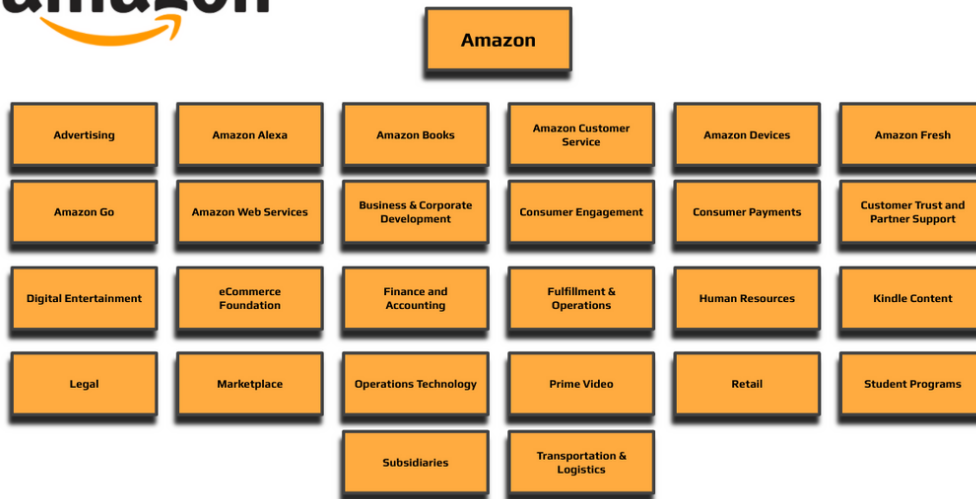
Amazon is a major player in the entertainment industry, providing various services and content options:

- **Amazon Prime Video:** A streaming service offering a vast library of movies, TV shows, and original content produced by Amazon Studios.
- **Amazon Music:** A music streaming service with a vast library of songs and playlists. Amazon also offers a premium service called Amazon Music Unlimited.
- **Twitch:** Acquired by Amazon, Twitch is a live streaming platform primarily focused on video game streaming but also expanding into other content.

- **Audible:** An audiobook and spoken-word entertainment service owned by Amazon, allowing users to listen to books, podcasts, and more.



## Business Units



## Our Workplace

The customer is at the heart of everything we do. Amazon is a place where smart, passionate people obsess over customers and innovate on their behalf. Amazon has created more U.S. jobs in the last decade than any other company. These are jobs that pay an average of \$19 per hour, more than double the federal minimum wage. We also invest in employees' success. Amazon will spend over \$1.2 billion to provide free skills training to employees—helping them further their careers in tech and in-demand roles such as cloud computing.



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