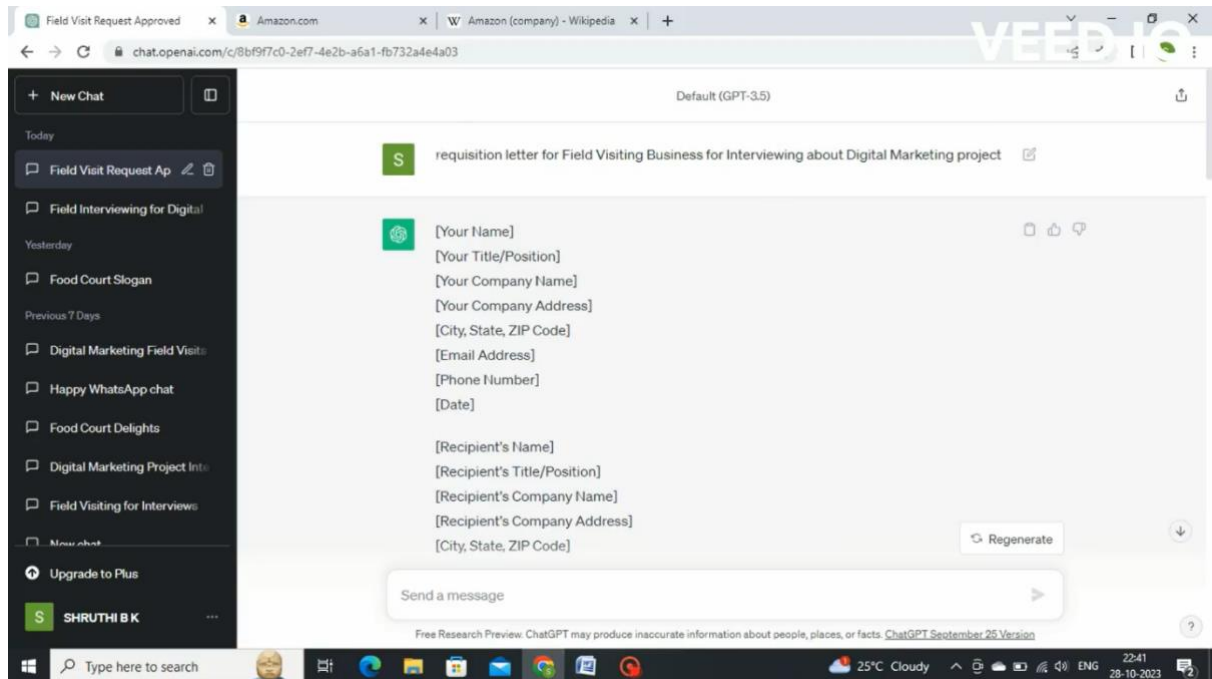


PROJECT DESIGN

1. Creating a Requisition letter:

- First, we need to send a requisition letter for field visiting to Appropriate Company
- Below format is chosen using ChatGPT
- Using this, we edited and pasted in word document to send a letter to Amazon Company.



Letter Format:

Pavithra B
B.E ECE
TPGIT
24, Periyar Nagar
Chennai-600063
foodcourtfc.18@gmail.com
27.10.2023

Mr. Abhishek
Senior Executive Office
Amazon Company
Old Mahabalipuram Road
Chennai.

Dear Abhishek,

I am writing to request your assistance for a field visit to your esteemed organization as part of our ongoing research on Digital Marketing. We are keen on gaining insights into the latest trends, strategies, and best practices in the field of Digital Marketing, and believe that your organization's expertise would provide invaluable information for our research. The purpose of this visit is to conduct interview discussions with your Digital Marketing team, and to observe your practices and operations. We are particularly interested in understanding how your organization harnesses digital marketing to reach and engage with your target audience effectively. Our visit will be conducted on [01.11.2023], and we anticipate that it will require approximately [5 Days] to complete our interviews and observations. We assure you that all information shared during our visit will be treated confidentially and used solely for research purposes. We kindly request your approval for this visit and would greatly appreciate your cooperation in making it a success. If there are any specific

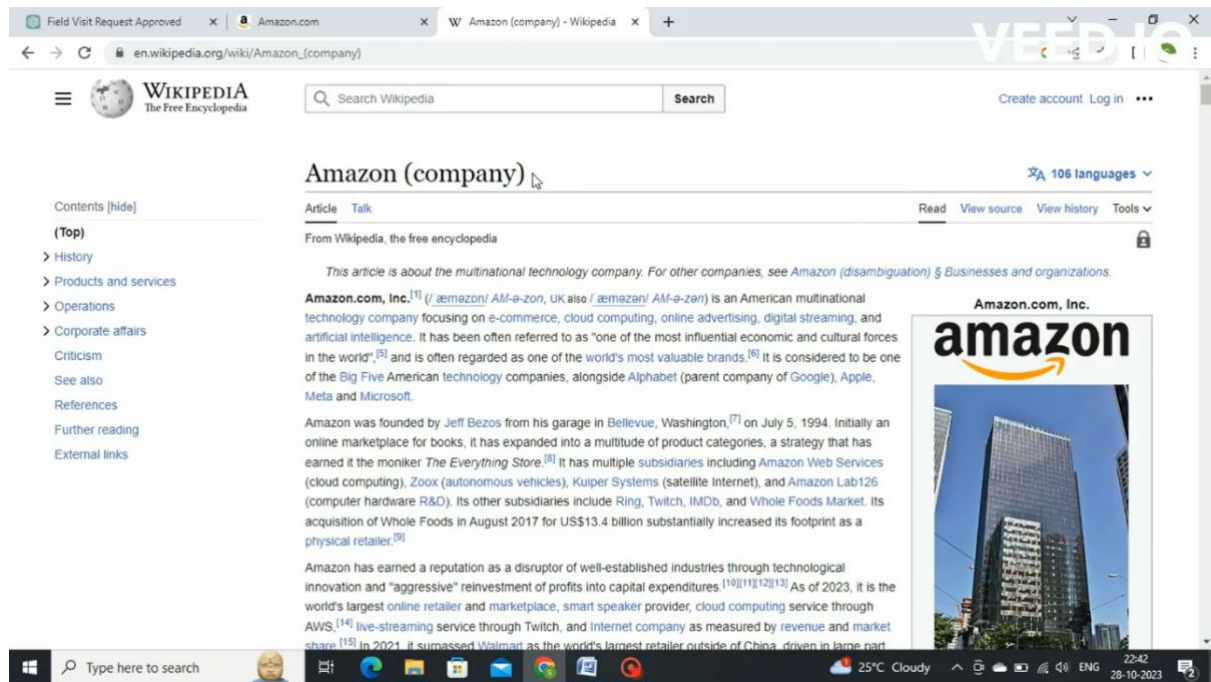
guidelines or requirements for our visit, please do not hesitate to inform us in advance. We are flexible and can adjust our schedule to accommodate your preferences.

Thank you in advance for considering our request. We look forward to the opportunity to learn from your organization and contribute to the field of Digital Marketing research.

Sincerely,
Pavithra B
B.E ECE
TPGIT.

2.Introduction about Amazon Company:

- Amazon is a multinational technology and e-commerce company founded by Jeff Bezos in 1994.
- Andy Jassy is President and CEO of Amazon.com and also serves on the Board of Directors.
- It started as an online bookstore and has since evolved into one of the world's largest and most diversified technology companies.
- Amazon's primary business includes e-commerce, cloud computing (Amazon Web Services or AWS), digital streaming services, and smart devices. Known for its customer-centric approach and vast product selection, Amazon has become a global giant in retail, cloud services, and entertainment, with a strong presence in many countries.
- The company's mission is to be the "Earth's most customer-centric company," and it has achieved this by offering a vast selection of products and services, often at competitive prices, while prioritizing customer convenience and satisfaction.

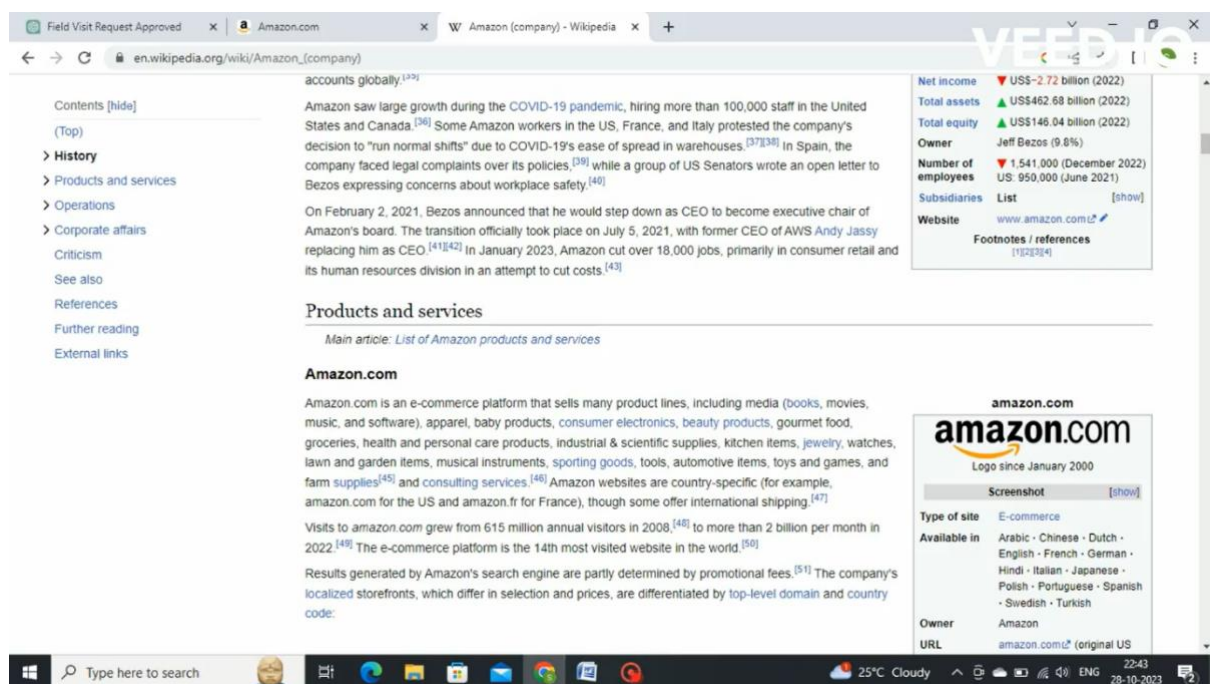


3.Products and Services:

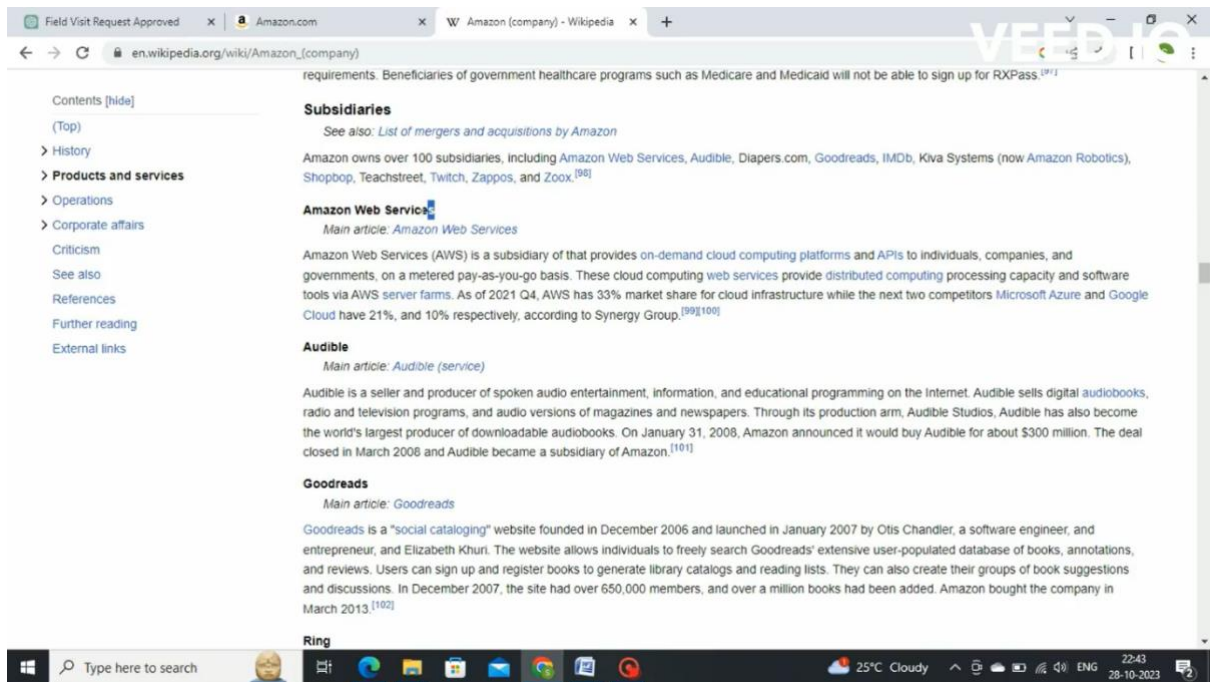
Amazon is a multinational technology and e-commerce company that provides a wide range of products and services, including:

- 1.Physical Products: You can find everything from electronics, clothing, books, home goods, toys, and more.
- 2. Digital Products: This includes e-books, music downloads, video streaming, software, and more.
- 3. Services: Amazon also offers services like Amazon Prime, Amazon Web Services (AWS), and Amazon Fresh for grocery delivery.
- 4. Subscriptions: Amazon offers subscription services like Amazon Prime, Amazon Music, and Amazon Prime Videos.
- 5. Third-Party Sellers: Many products on Amazon are sold by third-party vendors who use the platform to reach customers.
- 6. Custom and Handmade Products: Amazon Handmade features unique, handcrafted items.

- 7. Groceries: Amazon Fresh and Whole Foods Market (owned by Amazon) offer grocery delivery services.
- 8. Kindle Store: This is where you can buy e-books and digital magazines for Kindle devices.
- 9. Amazon Marketplace: This is a platform for third-party sellers to list new and used items.
- 10. Amazon Services: Beyond shopping, Amazon offers cloud computing through AWS, and Amazon Music and Prime Video for entertainment.



- 11. Audible: An audiobook and spoken-word entertainment service owned by Amazon.
- 12. Zappos: An online shoe and clothing retailer owned by Amazon.
- 13. Goodreads: A social cataloguing website for book enthusiasts owned by Amazon.



4.Result:

- Thus, Amazon's relentless focus on innovation, logistical excellence, and customer-centric approach has propelled it to become one of the most valuable and influential companies in the world transforming the way people shop, access content, and use technology.

