

FRIDAY OCT 26,2024.

# Let's Talk

## BUSINESS

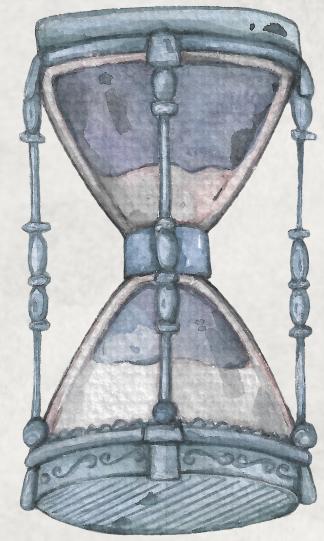
-By Shazia Khateeb



INSIDE THE WORKFLOW OF  
MULTINATIONAL GIANTS

# Case Study:

## On how Multinational Companies Operate.



IN THE WORLD OF BIG BUSINESS, SOME COMPANIES STAND OUT NOT JUST FOR THEIR PRODUCTS BUT FOR THE INTRICATE AND OFTEN SECRETIVE WAYS THEY OPERATE.

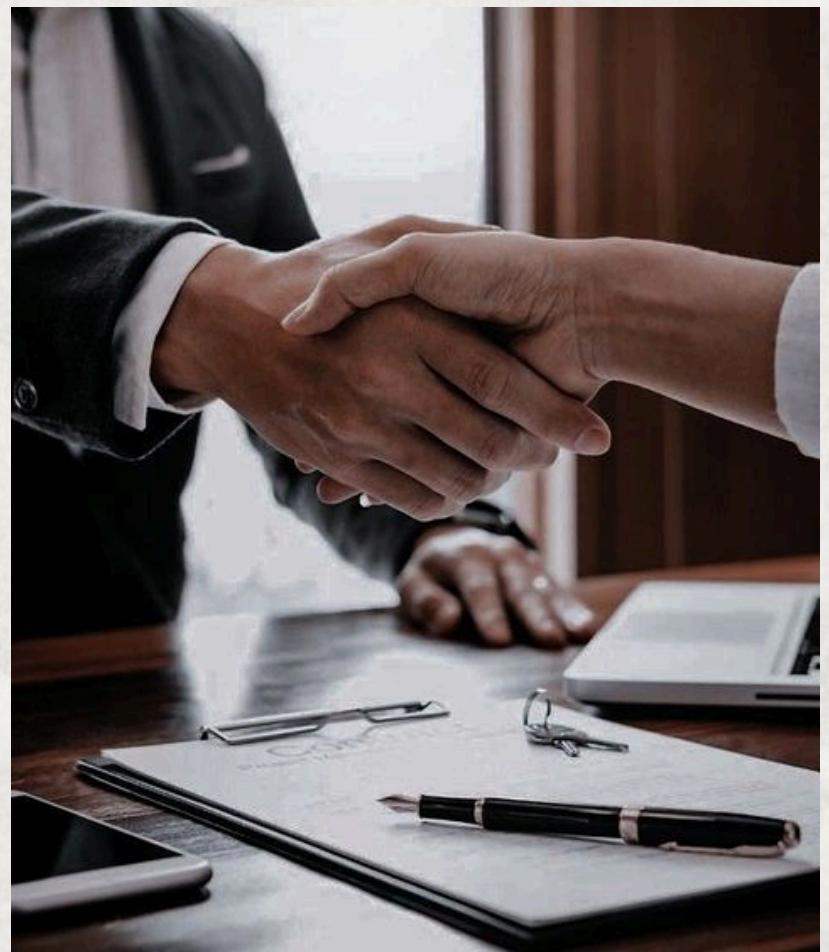
*How do some corporations grow from a simple startup to a global powerhouse worth billions?*

*What sets these industry giants apart from competitors, and how do they keep profitability on an upward curve, year after year?*

**WELCOME TO AN EXPLORATION OF THE UNSEEN FORCES BEHIND THE WORLD'S MOST PROFITABLE COMPANIES.**

*This blog dives into the inner workings of major multinational corporations, revealing the unique workflows, strategic insights, and hidden techniques that contribute to their success.*

***From Amazon's data-driven pricing tactics to Google's collaborative culture, Tesla's relentless innovation, and Microsoft's scalable infrastructure.***



*Each company has mastered a unique formula. While the products they deliver vary widely, the principles that drive their growth share common themes of efficiency, adaptability, and forward-thinking. Whether you're fascinated by business, or simply curious about what makes global companies tick, this deep dive will give you a fresh perspective on what it takes to succeed on the world stage.*

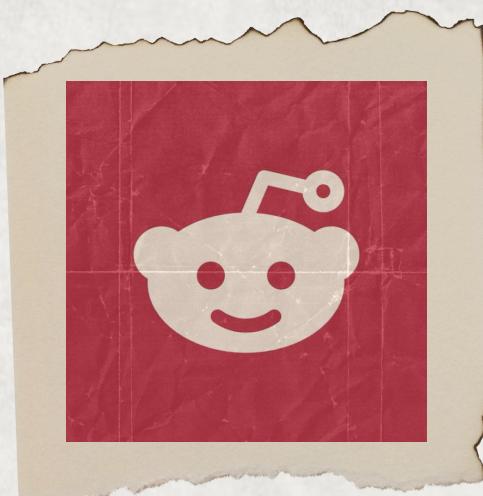
# IT'S NOT ABOUT PROFIT!

***Think the secret to business success is all about fat profit margins?***

*Think again! For the world's biggest companies, it's not about chasing the next dollar it's about building something that lasts. Imagine if Amazon had stopped at selling books or if Netflix had clung to DVDs; they'd be ancient history by now! Instead, these companies invest in staying power.*

*They're playing the long game, focused on things like customer loyalty, market adaptability, and even shaking up their own business models. This is why Amazon's now running half the internet (hello, AWS!) and why Netflix transformed itself into a global streaming giant. They're less about chasing cash and more about creating value that stands the test of time. In today's fast-changing market, profits come and go,*

***But sustainability: that's the real MVP.***

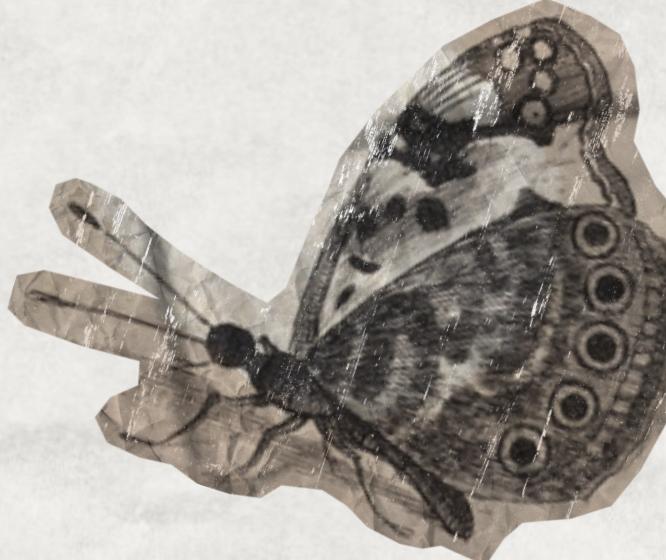


**Companies like Epic, reddit, Airbnb, stripe and many others which were founded in the early 2000's have achieved their breakeven point after 2 decades.**



wake up and start making money

# “EMPIRE” WITHOUT OWNERSHIP.



*You can have your “empire” without the hassle of ownership & payment of full time salaries.*

**Look around you & you will see “Best Business Model” as under:**

**AirBNB: Home sweet home, no keys required!**



OG example of an empire built without ownership. Airbnb revolutionized the hospitality industry by creating a platform that connects hosts with travelers without owning any properties itself.

*Airbnb operates on a two-sided marketplace, where hosts list their spaces and guests book them. This platform model minimizes capital expenditure and operational costs typically associated with traditional hotels.*

**UBER: Rides on demand!**

Does Uber buy cars or own them?, it does more than a million trips daily and is the largest transportation firm on planet earth.

*Uber operates a ride-sharing platform that connects drivers with passengers without owning the vehicles. Drivers use their own cars, allowing Uber to scale rapidly without significant capital investment.*



# MYTHBUSTERS



*Is it about being the biggest player in the game?*

In a world where market dominance often takes center stage, many companies are rewriting the rules of success. They prove that thriving in the business landscape is not just about sheer size but rather a nuanced understanding of customer needs, innovative thinking, and ethical practices.

## TESLA: INNOVATION OVER SIZE

*Tesla's journey started with an ambitious vision: to accelerate the world's transition to sustainable energy.*

**Unlike traditional automakers, Tesla doesn't just rely on producing vehicles at scale to claim dominance. Instead, it invests heavily in research and development, technology advancements, and sustainable solutions, making waves in a highly competitive market by focusing on what others haven't prioritized.**



## **WHY IS TESLA SO SUCCESSFUL IN SUCH A COMPETITIVE MARKET?**

- *A Mission with Momentum*
- *Relentless Innovation*
- *Total Control*
- *Unmatched Brand Loyalty*
- *Beyond Cars: A Visionary Ecosystem*

**BEYOND  
MARKET  
DOMINANCE**

# AMAZON

*Jack of all and Master of everything!*

*How did a scrappy online bookstore morph into the company that practically defines "convenience" for millions worldwide?*

*Let's pull back the curtain on Amazon's "always building" mindset.*

**HERE ARE THE POINTS WHICH ARE DRIVING FORCE IN AMAZON'S SUCCESS.**

- **Customer First, Always:** *The Heart of Amazon's Empire*

The Amazon playbook has always been about the customer. Jeff Bezos famously said that Amazon's mission is "*to be Earth's most customer-centric company*," shaping every decision around what will make the customer's experience easier and more enjoyable.

- **The Invisible Machine:** *World-Class Logistics and Operations*

The most complex logistics systems in the world lie under the "*Buy Now*" button. Amazon's fulfillment network is a better analogy for an engine, not just warehouses. When you place an order, robotic arms, automated sorting, and algorithm-driven logistics already make it go its way.

- **Data Mastery:** *Know Thy Customer, Sell Thy Product*

Amazon doesn't just deliver what customers want; it knows what they'll want next. Data analytics power every part of Amazon's strategy, from recommendations to supply chain management. Each click, scroll, and purchase builds a richer picture of customer preferences.

- **Betting Big on the Cloud:** *From Bookstore to Cloud King*

When Amazon Web Services (AWS) launched in 2006, it was a bold move. AWS brought the same innovation Amazon was applying to retail to an entirely different field: cloud computing. Today, AWS is a titan in the cloud industry, powering everything from Netflix's streaming service to NASA's data storage.

# AMAZON'S VISIONARY ECOSYSTEM

Amazon ecosystem map



# Amazed,right? well, that's AMAZON. You name a sector and it is already at the top!

Alexa, Whole Foods, Kindle—Amazon doesn't just sell products; it creates entire ecosystems. Each new product or acquisition isn't a standalone; it's a move in a larger strategy to redefine convenience and bring customers deeper into the Amazon universe.

# AMAZON'S INSIGHTS

## ORDER OF REVENUE GENERATION:

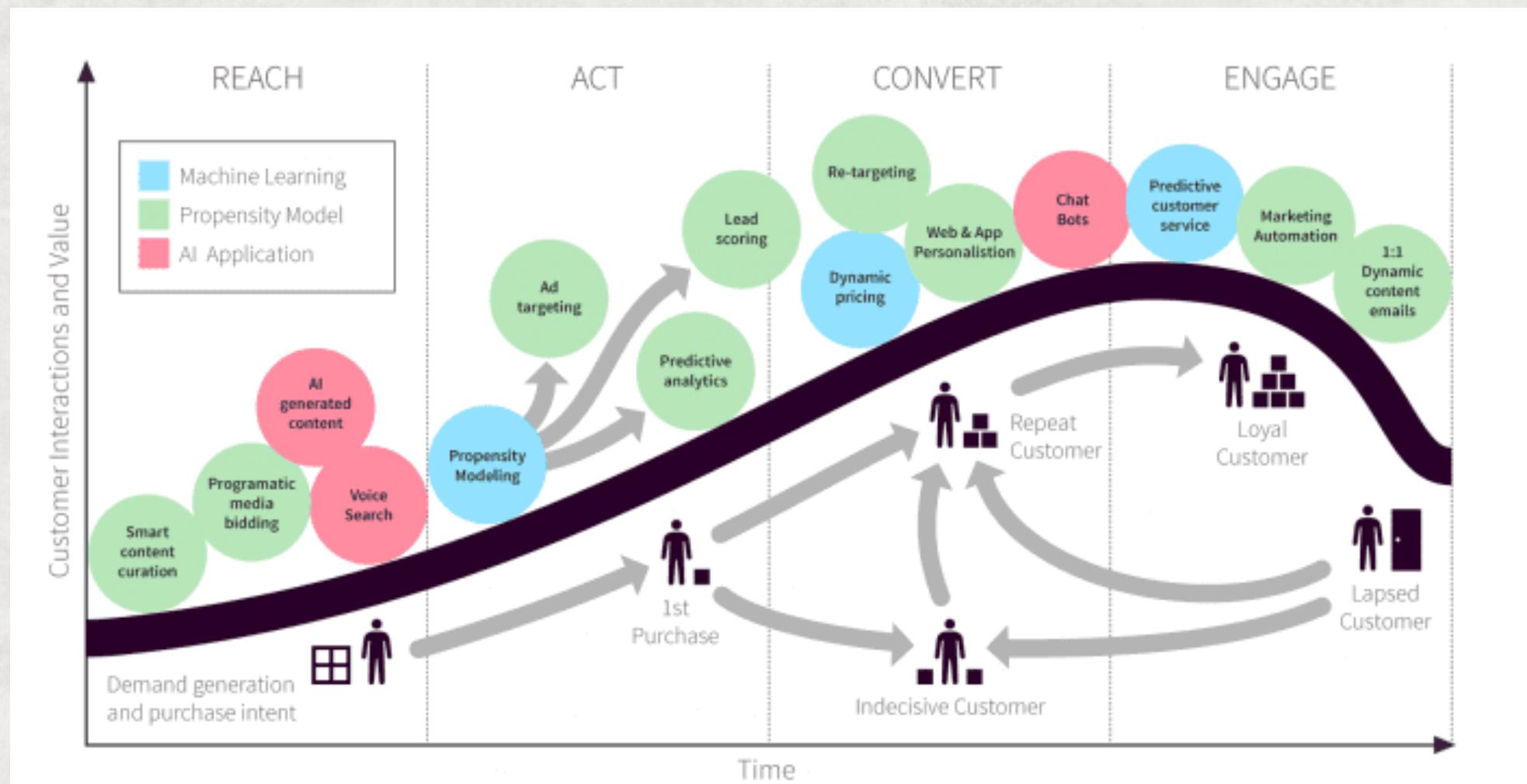


**The importance of technology and an increased focus on Artificial Intelligence and Machine Learning.**

### JEFF BEZOS:

"Look inside a current textbook on software architecture, and you'll find few patterns that we don't apply at Amazon. We use high-performance transactions systems, complex rendering and object caching, workflow and queuing systems, business intelligence and data analytics, machine learning and pattern recognition, neural networks and probabilistic decision making, and a wide variety of other techniques."

## OPERATIONS USING TECHNOLOGY:



# C H A N G E



As aspiring entrepreneurs, business leaders, or curious readers, we should take a page from these corporate giants. By embracing the principles of versatility, collaboration, and long-term vision, we can all work toward building our own "empires" whether that means launching a startup, fostering community connections, or simply contributing positively to the market.

## FOR THE FUTURE

### The key takeaway?

*Companies that aim to dominate their markets while prioritizing sustainable practices and customer-centric strategies are likely to thrive in the long run. The business landscape will continue to evolve, but those who adapt and innovate will find themselves leading the charge.*

HAPPY READING!



shaz.writes