1.IDEA : [Amazon.com, Inc.](https://en.wikipedia.org/wiki/Amazon_(company)) is an American [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [technology](https://en.wikipedia.org/wiki/Technology) [company](https://en.wikipedia.org/wiki/Company) which focuses on [e-commerce](https://en.wikipedia.org/wiki/E-commerce), [cloud computing](https://en.wikipedia.org/wiki/Cloud_computing), and [digital streaming](https://en.wikipedia.org/wiki/Digital_streaming). It has been referred to as "one of the most influential economic and cultural forces in the world",[[1]](https://en.wikipedia.org/wiki/History_of_Amazon" \l "cite_note-1) and is one of the [world's most valuable brands](https://en.wikipedia.org/wiki/List_of_most_valuable_brands). Amazon was founded by [Jeff Bezos](https://en.wikipedia.org/wiki/Jeff_Bezos) from his garage in [Bellevue](https://en.wikipedia.org/wiki/Bellevue,_Washington), Washington,[[3]](https://en.wikipedia.org/wiki/History_of_Amazon" \l "cite_note-3) 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.[[4]](https://en.wikipedia.org/wiki/History_of_Amazon#cite_note-4) It has multiple [subsidiaries](https://en.wikipedia.org/wiki/Subsidiary) including [Amazon Web Services](https://en.wikipedia.org/wiki/AWS) (cloud computing), [Zoox](https://en.wikipedia.org/wiki/Zoox_(company)) ([autonomous vehicles](https://en.wikipedia.org/wiki/Self-driving_car)), [Kuiper Systems](https://en.wikipedia.org/wiki/Kuiper_Systems) (satellite Internet), [Amazon Lab126](https://en.wikipedia.org/wiki/Amazon_Lab126) (computer hardware [R&D](https://en.wikipedia.org/wiki/Research_and_development)). Its other subsidiaries include [Ring](https://en.wikipedia.org/wiki/Ring_(company)), [Twitch](https://en.wikipedia.org/wiki/Twitch_(service)), [IMDb](https://en.wikipedia.org/wiki/IMDb), [MGM Holdings](https://en.wikipedia.org/wiki/MGM_Holdings) and [Whole Foods Market](https://en.wikipedia.org/wiki/Whole_Foods_Market).

2.What problem does it solves?

Amazon has developed over the years a powerful mechanism to solve different types of business problems.

* **People want to touch, smell and get their items immediately**

Amazon online business is enormous and growing. Walmart, Target and other physical retailers are looking at the e-commerce as a massive risk for their traditional stores business and investing heavily in creating their online ordering services

* **People don’t want to wait even a single day for delivery**

Another human trait that is not going to change is that people don’t like to wait. Sometimes that urgent need is real, and you need to have an ingredient for the cake that you already started, but mostly getting the items in a couple of days, tomorrow or even in two hours (with Prime Now) is good enough.

3.Licensing model

4.Intent behind making it OS

Amazon Linux is AWS’s own flavor of a Linux operating system. Customers using our EC2 service and all the services running on EC2 can use Amazon Linux as their operating system of choice. Over the years we have customized Amazon Linux based on the needs of AWS customers. We do still strive to be RHEL compatible to ease the customer transition to Amazon Linux. As my teams also develop the EC2 instance types we can ensure that Amazon Linux is the most optimized version of Linux to use within EC2.

5.Monetization models

**As an effective business model, Amazon works towards generating value for its stakeholders. The company offers products and services in almost every category. Amazon allows third-party sellers to sell products on its platforms. It caters to developers and startups through AWS which help them through global computing, database, storage and other services. Amazon’s seller program helps the company to earn fixed fees, per-unit activity fees, the percentage in sales. It generates most of its revenue through product sales.**

**Amazon also offers the service of Kindle Direct Publishing and Amazon Publishing. According to this model, Amazon can earn between 30-70% of the royalty from sales. Amazon earns most of its profits through Amazon Prime, AWS and Amazon Advertising Services.**

**6.Popularity**

The popularity of Amazon is indisputable, and the numbers say it all. The Amazon app is one of the most popular shopping apps in the United States, with [98.07 million users](https://www.statista.com/statistics/579718/most-popular-us-shopping-apps-ranked-by-audience/) accessing it at least once a month (Statista, 2021). This puts it just behind Walmart’s shopping app, used by 120 million people every month.

The usage of Amazon’s app also outranks Target’s by a mile. In comparison with Amazon, just 17.12 million people shop on Target’s app each month.

**7.Impact**

Amazon has created more jobs in the past decade than any U.S. company, and we have invested more than $530 billion in the U.S. over the last decade. Beyond our own workforce, Amazon’s investments have supported nearly 1.6 million indirect jobs in fields like construction and hospitality. We also actively work to help communities by responding to the urgent needs of reducing hunger and homelessness and investing in education for children and young adults.