

# Fwd: UKS31891

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## **BUSINESS STRATEGY OF AMAZON**

## Abstract

The present report has stated the change management in Amazon and developed the strategy in order to make the business process improved. The contribution to the regional, national and global trends indicating sustainability, diversity and political changes has helped in gathering the data related to the business process. The global innovations in the business procedure created efficiency in management and made the business more effective. In this report, secondary data was collected from sources such as Google Scholar about the topic. With the use of appropriate research design and research methodology tools and techniques, proper findings were made about the topic. The company overview of Amazon is discussed extensively in this report. Necessary recommendations were made in this report based on the findings made in this research. Proper conclusions are made based on the findings made in this report.



## Task 1: Introduction

The present report has discussed the current and potential regional, national and global trends including geopolitical changes, sustainability, diversity and strategic changes and the implementation process within Amazon. The help of the secondary data has made possible outcomes that have been reflected in the present study. The study has made it easy to understand the importance of global trends which helps in implementing strategies efficiently. Wipro has contributed to global trends by sharpening the strategy for its business process. Global innovation and secondary data in the study have managed to evaluate the possible outcome and helped in the mini-publication process of the company. Also, the study has also included a discussion of the findings in order to support the emerging trends and strategies for adapting to the business process.

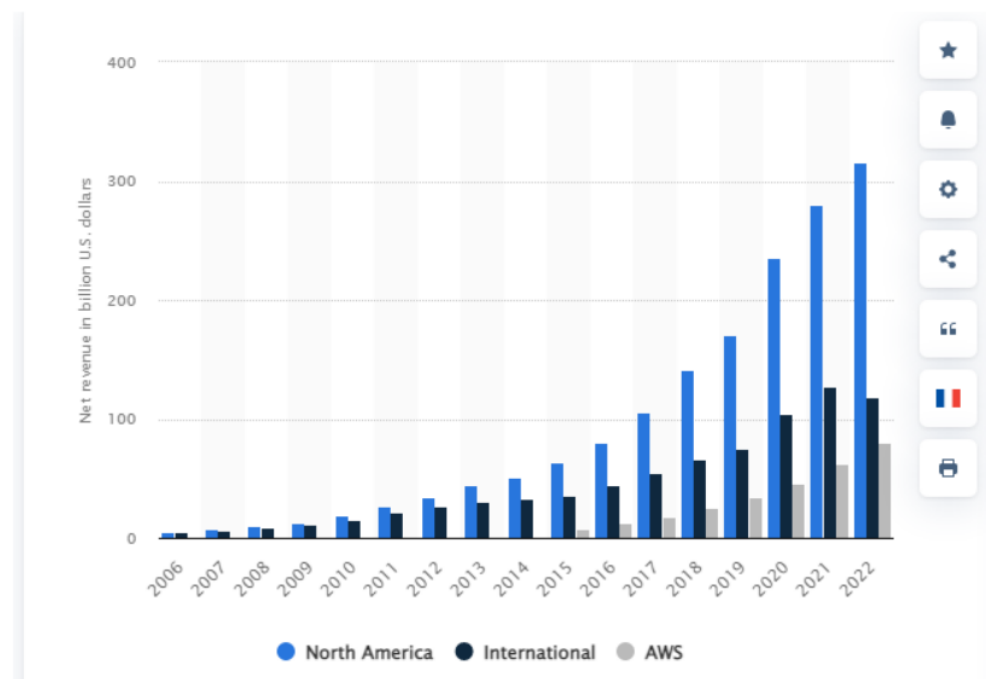
In the present time, social globalization has connected through digital processes and technologies and made effective results for the company. In the context of Amazon, the business needs a strategic formation process for making a positive outcome in the global market. Regional development helps in encouraging the economic factors for improving as well as the communities in their economy, culture, social and professional environmental wellbeing. The strategic formation process of the company uses available knowledge and guidance properly and takes actionable steps in order to achieve the goals efficiently. This procedure may involve resource allocation, alignment, prioritizing and the validation of the business goals. In the modern world business scenario there are different business trends that are being observed to accommodate which the organization try to formulate different strategies. In this report the different trends that are being observed in the modern business scenario are being discussed. The recommendations are made as per the findings made in this report about the company of Amazon.

## Theoretical framework

### Background of the company

The company amazon Inc is the American multinational company that provides services such a E-commerce, cloud computing and digital streaming. The company also provides services such as artificial intelligence to its customers. The company is headquartered at Seattle, Washington USA. The company is one of the biggest innovative and customer oriented companies in the world. The founder and the Ceo of the company is Jeff Bezos who has led the company to become one of the most valuable companies in the world. Initially the organization started as an online workplace for books that grew into an E-commerce giant.

The company offers different range of products as per the different types of the people. The company is known as an innovative company that has aggressively invested in innovation to increase the business and the services offered to the customers. The company has also now started to provide streaming services to the customers where different videos are streamed. The company is also facing challenges in the modern business scenario in different business activities such as sustainability and work culture.



**Figure 1: Total net sales revenue of Amazon from 2006 to 2022**

(Source - statista.com)

#### **Contribution to regional, national and global trends**

In order to make Amazon grow in the business procedure it needs to obtain some effective strategy that can help in optimizing the different negative aspects. The company should increase the productivity level in the working environment in order to keep the business procedure going smoothly. According to Karimi *et al.* (2018), an organization should follow the recent business procedure and identify the barriers to the business method. By identifying

the barriers, the implementation of new innovative ideas and strategies will become easier and make effective outcomes. On the other hand, as per Pratt (2019), the position of the market strength and the competitive advantages are the most essential elements in the business that need to be managed properly. Identifying the position in the global market and making effective ideas in order to make the business more efficient and increase the customer base is the most important part of a company (Liu *et al.*, 2022). Also, the competitive advantages across the customers, scales and diversification make a good impact on the process and help in gathering more advantages and opportunities for the future. **In the context of Amazon, the company is focused on servicing its customers with the help of innovative services and excellent services.**

#### **The strategic changes in the company**

In the process of the strategic changes of the company, the company plans and implements the new procedure in order to gain more profit and help people efficiently. It also helps in boosting competitive advantages and achieves a certain objective. Through the contribution process to regional, national and global trends the organization can sharpen the strategies related to restructuring, innovation and managing performances in the organization. **Amazon has used the cutting edge technology to serve its customers in new and innovative ways.** The strategic changes can be increasing strong digital capabilities, increasing corporate social responsibilities, diversity and flexible price structure. These components can help in changing the strategy of the company to make progress efficiently. On the other hand, as per the opinion of Ahrne *et al.* (2019), digital transformation in the organization has been recently involved in the business process and made a utilization effectively. However, it has some risks according to the implementation and generating output. The risks may be involved in the monitoring process, change in the organization's policies and the new system and procedure for the people (Kiers *et al.*, 2022). Basically, the organization faces challenges in order to adapt the effective change management program and help in developing the business procedure. The issues with the stakeholder's support, lack of funds, inadequate team members, and uncertainty have brought issues to the company as well as it has an impact on the customers.

As per Amazon, strategic development and other challenging factors may come up. In order to make the possible solution the development of the strategies should be implemented in such a way that could help in benefiting the company as well as the people. **The company is continuously investing in the research and development for making the company a futuristic company.**





as its flagship product of Alexa which helps its customers in day to day activities. However the company can also make better use of this trend by implementing in the different business processes and activities to increase their efficiency. The company understands the future the trend of AI has hence the company has also used AI in its websites to provide post-purchase services to its customers.

**Automation** - Automation is the use of the machines to decrease the human involvement and increase the efficiency of the process or the business activity. Each and every company is investing in the innovation to streamline its business activities. The company can identify different business processes or the activities for example its distribution network and its fulfilment centres to increase their efficiency.

**Sustainability** - It is the most recent trend that is being observed in the recent times where the organization are taking into account the adverse effects their business activities for the environment and its stake holders and planning out such practices through which the effect on the environment and the planet can be reduced. Amazon is also making investment to plan its packings in such a way that the sustainable packing can be done for the products. The company is also the biggest investor in renewable energy (Amazon.com, 2023).

**Proper pricing** - The proper pricing of the products is also a trend which the organization should implement in the products and services which will be helpful for the organization to make the products and services available to its customers in lowest prices. Amazon also follows a fair pricing policy which helps the company to price its products fairly at lower rates to avoid price gouging.

### **McKinsey 7s Model**

For making the business of Amazon more effective and sustainable in the global market the implementation of the McKinsey 7s model can bring positive results. This particular model is highly used for analysing a company's organizational design efficiently. The main goal of the model is to portray the effectiveness of the company which can be achieved by connecting seven different elements.



## Task 2: Methodology

### Introduction

In this report, the researcher has used different research methodology tools that will be helpful for the research to reach the data analysis stage in this research. The research methodology tools employed in this research will help the research to adopt a structure model and logical flow to reach the data analysis stage in this research report. The research methodology in this report lays down all the tools and techniques used in this report to make proper and accurate findings in this research. The research methodology will discuss the research onion, the research design, the research approach, and the data collection and analysis methods (Patel and Patel 2019).

### 1 Research Onion

The research onion is the most essential part of this research which has laid down the structure that the research methodology will follow in this report. The research onion in this research is the collection of all the decisions taken while doing the research methodology in this report. The preferences made by the researcher about the various tools and techniques that can be used against all the available tools in this research are discussed in the research onion in this report. The structure of the research onion is planned in such a way that it will give the research a logical flow and direction to this research. Each stage in the research onion will lead to the next stage in the research design in this research and ultimately the research will reach the data analysis stage which is the central part of the research onion.

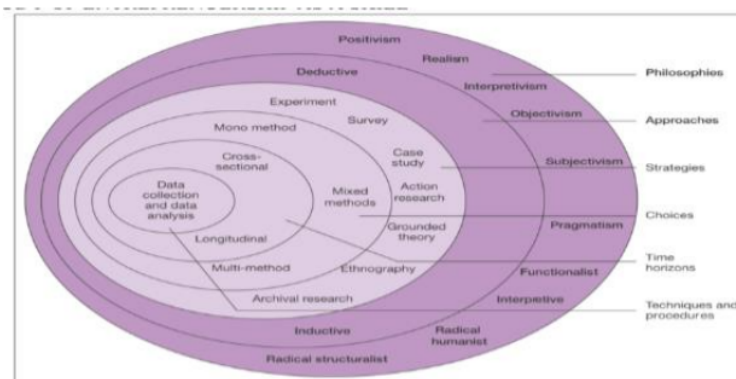


Figure 3- Research Onion



related to research topics which will be tested only once the observation from the collected data is done. This will help in the collection of in-depth information about the research topic which will help make new findings in this report. The deductive research approach tries to limit the findings in the research to the hypothesis set at the start of the research.

### **Data collection**

The data collection is the backbone of a report which helps the researcher to find data which will address the issues and research aims in a report. The data collection will be done to collect data about the trend of sustainability in the organization of Amazon. The different articles, journals and the official website of Amazon will be reviewed to find relevant information about the sustainability practices and trends in the organization. The data also will be collected about the challenges that the organization is facing in implementation of the sustainability practices. The secondary data collection is selected in this as it has helped the researcher to collect a large amount of data that is spread over a large time frame. The secondary data collection in this research has made the data collection process in this report cost-efficient and simple. With the help of secondary data collection, the report has been able to gather quality data that will help the research to produce proper and relevant findings on this research topic. The secondary data collection in this research has helped to collect the general data that is accepted widely and available in the public domain, consequently, the findings made in this research will also be relevant to the present context of the research issue (Ruggiano and Perry, 2019). The primary data is not collected in this research as this will give specific data which may not be able to provide relevant data in this research (Sileyew 2019). The data is collected from the company's websites and company articles to find relevant information to address the aim of this report.

### **Data Analysis**

The data analysis is the process where the raw data that is collected in this research is converted into meaningful information that helps address the research aims of the report. Thematic data analysis of the qualitative data will be done in this report. The data collected in the research will be searched for common points, after identification of the common points the researcher will try to find patterns in the common points in terms of the recurrence in the data collected (Kiger and Varpio 2020). Identification of these patterns will help the researcher to make important findings on the research issue. Qualitative data collected in this



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this report. The inductive research approach is used in this report, the researcher has collected secondary data to find in-depth information about the research issue. Thematic data analysis is used to analyze the collected data and find meaningful information on the research issue. The findings made in the report will help enhance the knowledge of this research issue. 3  
The collection of secondary data has helped the researcher to understand the position of Amazon in terms of sustainability practices.

### Task 3: Discussion

The company understands the importance of the customers consequently it tries to provide customer service that will result in maximum customer retention. Customer centricity has helped the company to become the one of the most valuable companies in the world in a short span of time. The company is aiming at developing a new product, and new payment options to help the customers in new ways which have made the company a customer-centric company. The company has made an investment of worth 42.7 billions in its research and development to develop innovative services for its customers. The company is also one of the biggest companies which is continuously investing in R&D to provide new experiences to its customers. The company also understands the changing landscape in society in terms of innovation consequently the company is making investments to increase innovation in its services to the customers. The company is using Big Data to manage the pool of the data of its customers to help itself to take proper and informed decisions regarding its customers. The company is also making use of AI to serve its customers in new and innovative ways. The company is bringing basic changes in its organization to make the company adopt and lead the way in terms of sustainability by bringing changes in terms of the new global, national and trends in the market. The company has also identified the risks and the challenges to change management such as resource shortage, lack of employee involvement etc. These challenges are addressed by the company to bring structural changes in the organization and addressed successfully to help the company to implement the changes successfully.

### Conclusion

**Recommendations** - As per the report and findings made in this there are some recommendations to be made for the organization of Amazon. The organization should try to identify the business process in the organization where the innovation can be used as per the





During the time of mini-publication, I obtained the different changes that have made some difficulty for the employees as well as for the customers. As per my thoughts, it is necessary to understand the growth of the company and the development process which could facilitate the customers and satisfy them.

### **Evaluation**

The learning has provided me with essential knowledge of the company and its business procedure. I have gathered information on the strategic changes that have been made.

### **Analysis**

From the learning procedure, I observed there were issues regarding the communication process between team members. However, I managed to tackle the fact by knowing the particular problems.

### **Conclusion**

I lead many things in order to make the mini-publication effective and observed different things. The positive and negative facts in the process have helped me to develop knowledge about the company efficiently.

### **Action plan**

I should make a plan or create some effective strategy in order to overcome the negative parts that I have observed. It will help me in my future career.

## **Gibbs' Reflective Cycle**



**Figure 4: Gibb's Reflective Cycle**

(Source: Adeani *et al.*, 2020)





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