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ALY 6080

Module 1 Assignment

Introduction

This assignment is to research the sponsor's company (Yeoman Technology Company) and what products and services they provide. They focus on helping companies make the successful transition to Amazon to improve digital sales and without compromising their current company model. This helps companies stay relevant and in an ever-changing landscape where technology is always changing. Using copious amounts of Amazon data, Yeoman Technology Group can help companies create strategies to navigate this process of moving to digital sales.

What types of products or services does your sponsor's corporations sell? Yeoman Technology Group helps companies grow by using tools like ecommerce management, warehouse operations, and marketing planning to help businesses take the next step in building their brand. They will evaluate a company's current business model and make the necessary modifications that will increase revenue by establishing a strong online presence. Their specialty in helping multi-channel brands succeed on Amazon allows companies to compete on the platform. They also offer services with the Amazon transformation like marketing and advertising, strong brand content, data management, and job training.

Who are their competitors? Other consulting agencies that specialize in marketing and advertising would help companies move to Amazon. Other third-party sellers on Amazon as well as wholesalers can make selling products on the website difficult. Over half of the sellers on Amazon are third party vendors and over half the online purchase in the United States is also from Amazon. This is why knowing who your competitors are and the behaviors of Amazon customers when trying to increase revenue.

How is the industry changing? In recent years companies are shifting to digital channels which are between suppliers and buyers but also with customers online. This is across the board as it pertains to customer service, online purchasing, and conversations between suppliers. The usage of data shows the direction that these changes are coming from and how it is impacting companies. It is why using data analytics is vital for a company to keep up with trends and forecasts.

If you were CEO of this company, what would be keeping you up at night? The CEO is in charge and makes the final decisions on the execution of a new or revised business model for a company (Financial Post, 2017). This is crucial when transitioning to a digital strategy that

will increase sales and improve brand recognition. A lack of preparation for this kind of overhaul can keep a CEO awake at night which is why implementing a full commitment from all employees of the company will make this transition smoother. This will also allow the company to be more effective when facing stiff competition from other brands on digital platforms like Amazon. By hiring qualified candidates with the necessary digital skills to make this transformation to increase online sales, this will allow current employees to adapt to a new company model. This will ensure that they receive the proper training, so they are equipped with the digital tools needed in handling new responsibilities and job requirements. The new processes will make sure that the company stays one step ahead of the competition. It will also keep them relevant as the digital age continues to move at a very rapid pace (Financial Post, 2017).

Conclusion

The NH technology company plays a critical role in helping established multi-channel brands navigate the swiftly changing digital environment. By concentrating on the development of data models and leveraging advanced technologies such as machine learning and artificial intelligence, the company helps its clients in enhancing online sales without interfering with existing wholesale, business, and retail partnerships. In the face of intense competition from digital platforms, marketing agencies, and large brands' internal teams, the company must remain adaptive and innovative to stay relevant and deliver outstanding service. Complete employee dedication and ongoing skill enhancement will be vital for successfully managing the digital transformation and achieving lasting success in the evolving online market.

References

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