

JEFF BEZOS



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EARLY LIFE

- He was born in Jan 12, 1964 ,Albuquerque, New Mexico to Jacklyne and Ted Jorgensen.
- A year later his parents divorce and since then he never meet his biological father.
- He moved to Texas and spent summers at his grandfather's ranch and he attended River OAKS Elementary School in Houston.
- Then he moved to Miami, Florida,Where he attended Miami Palmetto Senior High School.After completing his school life he decided to follow the footsteps of Stephen hawking So, he enrolled in Physics Programme at Princeton University.
- Later on he switched to Electrical Engg. & Computer Science.



BUSINESS CAREER

TIMELINE

Year-1986



He Graduated with Honour's
& got membership in
National Honour Society.

He passionate about science
and innovation.He converted
his family Garage into
personal Science
&Laboratory.



Year 1986

Reject big corporation & accept
offer Of newly formed company
"Fitel



Year -1988

Left "Fitel Company" & joined
"Banker's Trust" in New York City.



Year-1992

Age-28 he becomes the youngest ever Vice President of "D.E Shaw Company"

Year-1990

Moved to Wall Street Investment Firm "D.E Shaw & Company" as a computer specialist.

D E Shaw & Co

Year-1994

Senior Vice President of D.E Shaw & Company.

Year-

1995,
July 6 Launched AMAZON.COM
Online Book Selling Site.





Year -2000

Founded Blue Origin Centre of Innovation, Space & Light.

Year-1999

within 4 Years it becomes multibilion dollar corporation with 3.5 million title sales.



Year -2002

Diversified online bookstore to Every Thing.



The Amazon logo, featuring the word "amazon" in a dark blue, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the 'a' to the 'z'.

HOW HE FOUNDED *amazon.com*

- Bezos got idea and prepared his mind to start an internet enterprise.
- Finance for his business.
- Choose a product for the organization.
- Choose a ideal business location.
- Register a business name.
- Started business activities.



Turning Point in *JEFF BEZOS* Business

The business carrier of Jeff Bezos is full of success. Jeff Bezos called pioneer of E-Commerce. After starting of his business amazon.com. He brought The Washington Post and other publications affiliated with The Washington Post Co.



Pioneering E-Commerce

Bezos chose to make a risky move into the nascent world of e-commerce and opened Amazon.com

The initial success of the company was meteoric.

In two months, sales growing faster than
Bezos, Two years later, the start-up not only kept up, but also outpaced competitors, becoming an e-commerce leader. Yearly sales that jumped from \$10,000 in 1995 to over \$17 billion in 2011.

Buying The Washington Post

Made headlines worldwide on August 5, 2011
he purchased "The Washington Post" for \$250 million cash..

Making the readers touchstone he opened a
opportunity for invention, it gives us a much
greater chance of success.

He bought the iconic paper as an individual, not through Amazon, and pledged to support its critical role in Washington, D.C. and the nation. "Our duty to readers will continue to be the heart of the Post," Bezos said at the time.

SECRETS BEHIND JEFF BEZO'S SUCCESS

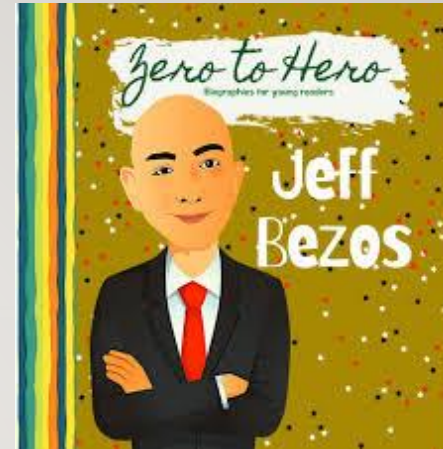


THE STARTING Off HIS BUSINESSs

In the summer of 1994, Mr. Bezos quit his job in New York as a vice president at the financial-services firm D.E. Shaw and moved to Seattle to take advantage of the explosive growth of the Internet and to start Amazon. The site was launched on July 16, 1995-just as mass of people started moving onto the Internet and before many competitors had created strong commercial sites. When the site first launched in 1995, everyone at the company Used to work late at night, and it was kind of a mess

ONE STEP FORWARD TO SUCCESS

1. At first, there were a half-dozen orders per day
2. Three days after launch, Mr. Bezos got an email from Jerry Yang (one of the founders of Yahoo) to put the site in their cool site.
3. As a result By the end of the week, Amazon took in Over \$12,000 worth of orders.



THE ULTIMATE SUCCESS

1. Amazon grew up very quickly once it was launched. Word kept spreading.
2. The company rather than doing advertising Mr. Bezos hired mobile billboards displaying the question, "Can't find that book you wanted?" along with Amazon's website address.
3. The company's customer service-started with the founder himself answering emails, which was the cornerstone of Amazon.com



HIS APPROACH TOWARDS WORK

- He spent summers at his grandfather's ranch in southern Texas, "laying pipe, vaccinating cattle and fixing windmills, he often showed intense scientific interests.
- He did so many inventions, Including amateur robots 10,000 years clock. He rigged an electric alarm to keep his younger siblings out of his room.
- BEZOS always believe in technology for a successful busines.

YEAR-1994

He read an article got idea that World Wide Web is growing 2300% per year. He started working on it. Early on in Web history, he recognized the opportunity for online shopping. And created Amazon.com as a simple online bookstore.



PERSONALITY MANAGEMENT AND LEADERSHIP STYLE

#Sincere about time.

#priority to customer services.

#does not like stupidity.

#autocratic leadership.

#strategic planner.

#keeping teams small-two pizzas rule.

#pay to quit.



RECOGNITION

LOOK IN THE SLIDE NOTES BELOW FOR TOPICS TO CONSIDER TALKING ABOUT

MILESTONES/AWARDS

- He was named Time magazine's Person of the Year in 1999. In 2008, he was selected by U.S. News & World Report as one of America's best leaders.
- In 2012, Bezos was named Businessperson of The Year by Fortune.
- Bezos is listed as one of the wealthiest people in the world with an estimated net worth of \$28 billion.
- He was ranked the second best CEO in the world by Harvard Business Review.





PUBLIC IMAGE

PEOPLE'S PERCEPTION OF HIM

According to Mr. Stone of Bloomberg Business week Mr. Bezos is not dissimilar to other technology executives, including Mr. Jobs, Bill Gates, Steve Ballmer and Andy Grove, when it comes to making work difficult for employees.

Most of his outbursts are a direct result of his total commitment to improving customer service and, in turn, his company's performance. Here are a few of Mr. Bezos's greatest hits:

"Are you lazy or just incompetent"

"I'm sorry, did I take my stupid pills today?"

"Do I need to go down and get the certificate that says I'm CEO of the company to get you to stop challenging me on this?"



PHILANTHROPIC ACTIVITIES OF JEFF BEZOS

Tech Philanthropists

Guide to Top Funders
In the Technology Industry



Jeff Bezos donated \$10million to The Fred Hutchinson cancer research center.

Bezos and his wife personally donated \$2.5 million to pass a same-sex marriage referendum in Washington.

Jeff donated \$10 million to the Museum of History and Industry to establish a "Center for Innovation".

He and his wife donated \$15 million to Princeton university to establish "The Bezos center" for neural circuit dynamics at the Princeton Neuroscience Institute.

THE FUTURE OF AMAZON

- Amazon.com has its way, come 2015, the company hopes to have 30 minute delivery available by drone via Amazon Prime Air.
- ABC News reported on Dec. 2, 2013, that Amazon's CEO Jeff Bezos announced drone delivery will be available as soon as they can get FAA clearance.
- Expected to grow earnings by 40% plus over several years.



Though **Amazon.com** seems to want to be everything to everyone, there are at least two major threats that could hurt this company's potential.

2 Threats to Amazon.com's Future Growth



formidable opponent to its Internet sales kingdom would be Wal-Mart

the formation of a national Internet tax structure

Future Plans

- Space Exploration
- Artificial intelligence
- Drone Delivery
- Self driving vehicles



**“IT'S NOT AN
EXPERIMENT IF YOU
KNOW IT'S GOING TO
WORK.”**

-JEFF BEZOS

THANK YOU

-RADHA KRISHNA GARG

