“It´s our goal to be Earth´s most customer-centric company, where customers can find and discover anything they might want to buy online.” –Amazon

Amazon came a long way and developed themselves to come closer and closer to reach their goal, their mission statement. Hence, amazon is clearly trying to achieve to reach their goal and conform their mission.

Amazon nowadays is one of the biggest online sellers of goods in the world and does a good job at delivering their promise, offering nearly every available product there is.