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# Industrial Management Seminars: Amazon

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# Outline

- ▶ The aim of this presentation is to advertise products from Amazon
- ▶ The presentation will include:
  - ▶ Introductions
  - ▶ The product specifications
  - ▶ Product comparison
  - ▶ Operations Management
  - ▶ Review on teamwork
  - ▶ Conclusion

# Introduction

- ▶ Amazon is an international firm which majors on e-shopping and artificial intelligence
- ▶ **Vision of the company:** “to be Earths most customer-centric company, where customers can find and discover anything they might want to buy online.”
- ▶ **Mission of the company:** to continually expand the customer experience through online shopping and help those customers to explore, compare and buy products easily and also help sellers reach more people world wide



# Continues

- ▶ **Goals of the company:** <sup>1</sup> their long term goal is to be most customer centric fir
- ▶ **Strategies of the company:** Amazon majors on the high runner technique
- ▶ **Tactics of the company:**
  - ▶ Collecting customers data
  - ▶ <sup>3</sup> Free shipping
  - ▶ Loyalty program with benefits
  - ▶ Time limited sales which emphasize fun
  - ▶ Sell other individual's items

## Product Specification

- ▶ Amazon began as an e-commerce website to sell books
- ▶ It began turned to a service which provided everything.
- ▶ The designs of the delivered product showed that vision by an arrow from the A to the Z in their name.
- ▶ The website as well showed this through the various items in their page



# Product comparison

Points of Comparison	Amazon	Walmart
Number of products	250 million products	4 million products
Membership fee	\$99 per year for Amazon prime	No fees
Delivery	Free delivery in same day one day or two days shipping for prime users	Free 2 days delivery on purchases above \$35

- ▶ Amazon's product are a better choice since they tend to get a wide variety of items with free shipping. Their services are as well as realiable based on the customer review from the Google play store.

# Operations Management

- ▶ Operation management refers to the management of the transformation process that converts inputs for instance raw material and labor into raw material into outputs as finished goods as well as services.
- ▶ With Amazon goods are provided through a good application, and strong website which is referred to e-commerce and people start shopping through electronic shopping
- ▶ Amazon maximizes the value of a product by killing inflations and providing the product at a fair price.

# Teamwork

- ▶ Teamwork is effective since it aids in making work easier and can be handled in a more faster way.
- ▶ Through teamwork one got a chance to learn new things especially things that one had not understood in class.
- ▶ Teamwork aided in building the morale of each team's members
- ▶ One would feel that one's contribution is valued
- ▶ The collaboration with my classmate gave me a chance to understand the benefits of group work.

# Conclusion

- ▶ Amazon is among the most successful businesses in e-commerce
- ▶ Through this course I have learnt that effective management leads to the success of a firm.
- ▶ The management unit is beneficial in the engineering field since it provides us with the academic knowledge as well as skills to pursue global career opportunities and assists us to gain a wide understanding of businesses as well as specific areas.
- ▶ Strategy formulation was among the most essential topics from this course. It aids in identifying the techniques that can be used to build strength point of an organization as well as the techniques to beat threats of a firm.

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