Stakeholder Analyst

Amazon has many different stakeholders including customers, employees, and communities, with customers being their primary stakeholder (Ferguson, 2017). Amazon´s consumer base is directly affected by the decisions the company makes, and they are also the stakeholders with the most power. Customers are the most powerful of the three stakeholder groups because they are the largest group, and they have the ability to be the loudest. When a company has millions of customers, they automatically become a hugely powerful stakeholder. If Amazon starts to make decisions that the majority of their customers do not like, they can cancel subscriptions, leave bad reviews, and boycott the company. On the other hand, if they like the new direction that Amazon decides to go, they can show their support with purchases and good reviews. This can be seen with the reported 3-5 million Kindle Fires that sold in one quarter alone when the new e-reader was first released (Hill, 2017). This shows the incredible support that happy customers can provide. Amazon is aware of the power that their primary stakeholders have, and because of this they pay careful attention to the needs of their customers. When releasing their new Kindle Fire, they took into account the many different needs their consumers had including the media junkies, children, mobile gamers, and those looking for a higher education (Hill, 2017).

Amazon´s secondary stakeholders are the employees and communities that they serve. Employees are stakeholders because they are directly affected by the company. Their daily lives are dependent on Amazon continuing to provide job security, and a safe, productive work environment. This is a legitimate claim on the company; however, this stakeholder group does have less power than the consumers do. This is because they are a smaller group and they have more to risk, such as their jobs. If an employee begins to complain or publicly speak against the company, it is likely that they will be fired.

Communities also have a legitimate claim on Amazon because they too are affected by the company, but in a less direct way. Amazon provides jobs for communities, but their large warehouses, trucks, and planes are an environmental concern. Communities can get the help of their government or other organizations to prevent businesses from acting illegally or excessively harming the environment. This is not always a quick process though, and sometimes there is nothing that can be done to stop a company even when they are an environmental concern. To ensure that they have the support of their communities, Amazon has formed a corporate social responsibility program called Amazon Smile (Ferguson, 2017). This is their attempt to ensure that they have the support of their communities, and that they are giving back as the company grows.

**References:**

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