Amazon

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## When Was It Created?

Amazon company was created in the year 1994 by Jeff Bezos, the organization’s current chief executive officer. Jeff Bezos' main drive to form the company was to participate in the booming internet business at that moment in time. After leaving his employment, Bezos moved to Seattle in Washington, where he worked on an effective business plan that would become the Amazon company. On July 5, 1994, Jeff Bezos incorporated his organization and gave it the name Cadabra. However, the name was changed a few months due to his lawyer mishearing the word " cadaver (Alves et al., 2019). During the organization’s early days, Amazon company operated in Jeff's house in his garage on the home Northeast of Bellevue in Washington.

In September 1994, Bezos decided to name his online store Relentless, but his friends argued that the term sounded a bit sinister. During the creation of the company, Jeff Bezos selected his organization's name with the help of a dictionary, settling on the word Amazon for he viewed it as a place that was exotic and very different from others. With the Amazon being the most significant river globally, Jeff Bezos wanted his firm to be one of the biggest in the entire world. The word chosen would also begin with the letter A which signified the beginning of the alphabetical order.

**Industry of Operation**

Amazon company mainly operates as the provider of online retail shopping products and services. Amazon company is an international organization having its stores almost in every country. The organization operates through three business segments, including North America, Amazon Web Services, and the International Amazon. These three segments play an essential role in the retail sales of various products in different areas across the world. For example, Amazon in North America deals with sales and retail of several online products in the northern part of America. The international segment provides effective retail products through international websites with Amazon Web Services in charge of storage and database services.

**Location**

Formerly Cadabra, Amazon company is based in Seattle in Bellevue, Washington in the United States of America. The organization has its headquarters in the exact location with various subsidiaries all over the United States of America and the whole world. From its offices in Seattle, several processes, decisions and instructions are passed to the thousands of stores globally (Denning, 2019). Globally as per December, the organization has a record of one million two hundred and ninety-eight thousand employees in the whole world and eight hundred and ten thousand in the United States of America.

**Structure**

Amazon's organizational structure is more hierarchical as there are different levels of management. There is a senior management team that includes several three chief executive officers and three senior vice presidents. These people are responsible for several organizational aspects and report directly to Jeff Bezos. The company’s organizational structure has key features like the hierarchical corporate structure that has developed as a result of increased business operations. The company's organizational structure is more flexible in terms of operations. Despite its large size compared to other companies, it has remained to be flexible and has an effective operating system. The organization's visionary leadership has helped promote Amazon to a global giant in terms of online logistics.

Amazon's organizational structure integrates many small teams that ensure several aspects of the company are met. The stability of the top management has also played a huge role in determining the proper organizational structure. This stability has helped provide effective development and revenue growth in the organization. The company's ability to provide excellent and quality service through its effective organizational structure has also helped it gain revenue.

**Leadership**

The leadership at Amazon is hierarchical, with several stages of management passed to reach the top level. The organization has an executive body that reports directly to its chief executive officer, Jeff Bezos. This team of top-level leaders consists of senior vice presidents and three chief officers. These individuals are responsible for organizational growth and the smooth running of the company. The company’s top-level management is based in its headquarters in Seattle (Vallejo et al., 2019). However, due to the organization's large nature, a systematic channel is formed to help promote enhanced leadership. Different branches also have top management leaders responsible for every activity and action carried out in their jurisdiction.

**Why ABC?**

There are many reasons as to why an individual would prefer Amazon to other organizations or companies. Since its formation, the organization has achieved success through the provision of quality and timely services. Therefore, for anybody requiring the services they offer, compared to other companies offering the same, Amazon leads the race as one of the best (Robischon, 2017). Furthermore, Amazon is unique compared to other organizations as it provides unique product identification. Their products' uniqueness provides different clients across the globe with a better shopping experience and enhanced delivery of good quality products and services.

Amazon's unique culture of creativity and innovation makes it a leader in producing different services to clients globally. With its timely services like overnight deliveries, incredible customer service, and good reputation, Amazon has effectively offered the required services in the market, making the organization a global giant. The company's talented management has provided practical guidance in various critical situations regarding proper advice and timely deliveries (Benet et al., 2018). These managers have offered valuable support to the organization that has helped it develop. Ethical leadership in Amazon has enabled it to provide the best possible services.

Furthermore, one would choose Amazon over other organizations or companies due to its enhanced culture of innovation. Thanks to technology, the Amazon leaders have provided an enhanced approach towards taking their company a step ahead of others in the market. They have offered correct leadership and support to various organizational practices that have helped develop revenue growth.

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