



FORM STARTUP TO GLOBAL COMPANY

Amazon is an American multinational technology company based in Seattle, with 750,000 employees. The company generates over \$ 280 Billion in revenue and holds the title as the world's largest online retailer. Amazon distributes downloads and streaming of video, music, and audiobooks through its Amazon Prime Video, Amazon Music, and Audible subsidiaries.

This presentation aims to show the way of Amazon from start-up to global enterprise and how has the Amazon empire been built.



Amazon Spheres from the Sixth Street side, Seattle, Washington, U.S.

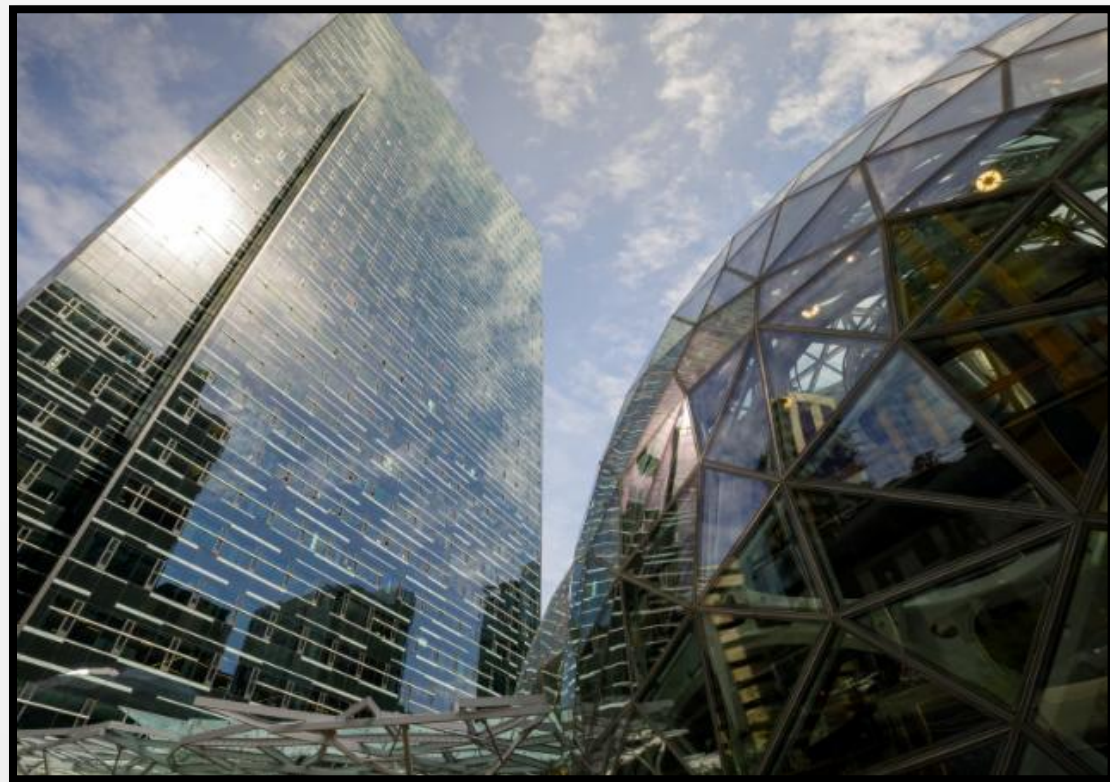


Source: NewsPix.pl / Media PUNCH/INSTARimages.com

WHO IS JEFF BEZOS?

Entrepreneur and e-commerce pioneer Jeff Bezos is the founder and CEO of the e-commerce company Amazon, owner of The Washington Post and founder of the space exploration company Blue Origin. His successful business ventures have made him one of the richest people in the world.

Born in 1964 in New Mexico, Bezos had an early love of computers and studied computer science and electrical engineering at Princeton University. After graduation, he worked on Wall Street, and in 1990 he became the youngest senior vice president of the investment firm D.E. Shaw. Four years later, Bezos quit his lucrative job to open Amazon.com.



Tour Amazon's Headquarters

THE BEGINNING OF AMAZON

• AN IDEA

In 2010 Jeff Bezos said "I came across the fact that Web usage was growing at 2,300 percent per year. I'd never seen or heard of anything that grew that fast, and the idea of building an online bookstore with millions of titles — something that simply couldn't exist in the physical world — was very exciting to me. After much consideration, I took path to follow my passion and I am proud of that choice!"

• START-UP CAPITAL

The initial startup capital came from his parent's personal savings: "The first initial start-up capital for Amazon.com came primarily from my parents, and they invested a large fraction of their life savings in what became Amazon.com. And you know, that was a very bold and trusting thing for them to do because they didn't know. My dad's first question was, "What's the Internet?" Okay. So he wasn't making a bet on this company or this concept. He was making a bet on his son, as was my mother. So, I told them that I thought there was a 70 percent chance that they would lose their whole investment, which was a few hundred thousand dollars, and they did it anyway."

• THE GARAGE WHERE AMAZON STARTED

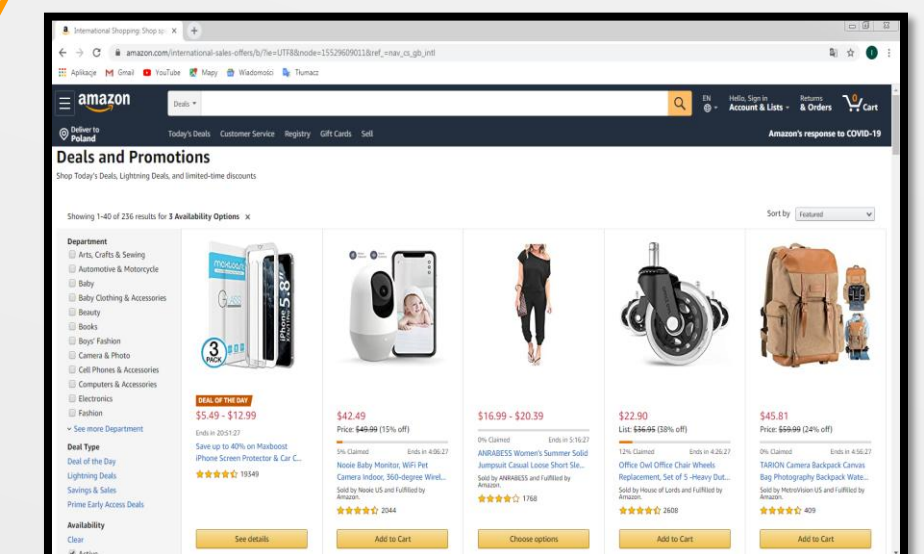
Getting Amazon started, Jeff and his wife rented out a three bedroom home in Seattle, Washington. The home had a reasonably sized garage which was perfect for Jeff and his wife to launch their new business 'Cadabra'. The name Cadabra was short lived when it was continuously getting mispronounced 'Cadaver', so Jeff actually decided to change the name to Amazon.



Source: <https://globalilluminations.net/2018/10/03/the-garage-where-amazon-started/>

• THE INITIAL YEARS OF AMAZON

For the first year, Jeff did start along with his initial team of five employees working on learning how to source books and setting up a computer system that would make Amazon.com easy to shop online. And finally, the website was created on July 16, 1995, with the tagline "Earth's Biggest Book Store". Within, the next three years, Amazon.com grew on to become from a company with 100 employees that drew sales of more than \$15.7 million, to an awesome company of more than 3,000 employees with \$610 million in sales.



Source: <https://aws.amazon.com/>

• THE TURNING POINT IN THE HISTORY OF AMAZON

Their sales gradually increased at the rate of 3000% annually and had become country's third-largest bookseller that times. Soon after that, Amazon started expanding itself into music, gifts, and pharmacy markets as well and they did even join Sotheby's Holdings Inc. in June 1999 to launch the online auction site sothebys.amazon.com, as well like eBay. Amazon also added clothing sales to the product line in October 2002, after partnering up with hundreds of retailers including Land's End, Nordstrom, and The Gap. They also organized a subsidiary entitled Amazon Services which allowed customers to order goods from co-branded sites such as Borders and Toys 'R Us.

Soon Mr Bezos's empire grew to include electronics, toys and kitchen utensils. The growing network of US warehouses helped extend what the company could offer, dramatically increasing its popularity with customers. Ten years later, Amazon had become the biggest online seller in the US and around the world.

Over the years, Amazon has acquired almost 100 smaller firms, but the best valued acquisitions are Whole Foods, Zappos, Ring, Twitch Interactive and Kiva Systems. Till date, these were the best firms that were Amazon'd.

• PRODUCTS AND SERVICES

Amazon.com's product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games. In August 2019, Amazon applied to have a liquor store in San Francisco, Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries.

Amazon.com has a number of products and services available, including:

- AmazonFresh
- Amazon Prime
- Amazon Web Services
- Alexa
- Appstore
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Video
- Kindle Store
- Music
- Music Unlimited
- Amazon Digital Game Store
- Amazon Studios

