



- **The industries:** Primarily known for E-commerce but is a part of other sectors.
- **Customers:** Amazon is a large E-commerce website that offers almost everything. This allows for a wide range of customers to come for various products. The service is targeted towards the younger generations because it is online, but anyone can find products they need on Amazon.
- **Product or products the company sells:** Over the years Amazon's highest-grossing catalogs are electronics, books, and home decor items.
- **Service or services the company sells:** Amazon offers a wide range of services through Amazon web services. Provides cloud-based computing services.
- **growth or decline:** Amazon has made steady growth over the last two decades. Amazon has reached the pinnacle of what an e-commerce company can be. Each year they provide more services as well as products attributing to more customer traffic.
- **profits of the company:** Last year's profits- \$513.983B.
- **How the company markets its products or services:** Amazon uses ads and commercials to promote itself. The company advertises themselves on the quick delivery when it comes to orders "same day shipping". One of the reasons Amazon has become the main commerce store is due to its fast shipping and wide range of products.
- **the future outlook of the company:** Each year Amazon's numbers are increasing by a large percentage. This leads me to believe that Amazon will have a sustainable and profitable future. Although the recession is currently contributing to lower numbers.
- **It's employees:** Amazon has various jobs for employees. Amazon hires a lot of computer/ tech workers as well as warehouse workers.
- **where it does business:** Primarily online
- **what countries, cities,** Amazon is offered in over 100 countries mainly focused in the United States. The home base is in Seattle, Washington.
- **the history of the company:** The company was founded by Jeff Bezos; it started off as an online book store. Over time it became the largest bookselling

website. Bezos would go on to buy other companies that would funnel into Amazon and make Amazon into the company it is today.

Amazon is an E-business because the primary way customers interact with the business is online. This allows Amazon to offer a wider range of products and services instead of having to limit themselves to what can be inside a physical store. The payment process is all online and it is completed at the time of ordering the items. Amazon makes use of Amazon payment services and is PCI DSS compliant. This allows them to receive online payments and accept debit or credit cards. The transaction process is analyzed through online transaction processing (OLTP). Amazon sends emails to the user that keep them updated about the transaction and the items that were purchased. The user can also track the items that were purchased up until they have been received.