Amazon.com

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Amazon.com

The mission and vision of Amazon.com is “Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.”

The company I choose is Amazon.com. Amazon is a website that offers a number of things like; products, services, memberships. It also provides an option for third party sellers to sell their product. The first thing ever sold on Amazon.com was the book "Fluid Concepts and Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought." It was ordered by John Wainwright on April 3, 1995, Loretha Lyon (2016). Amazon was founded in July 1994 by Jeffrey P. Bezos who now serves as Chairman of the Board; President, and Chief Executive Officer of Amazon.com Inc.

According to Schneider (2016), they started out as an online bookstore and then quickly diversified by adding other items, such as VHS tapes and DVDs, music CDs, software, video games, electronics, MP3s, clothing, furniture, toys and even food items. Amazon offers different services such as Handmade (products handcrafted by artisans). They also offer Prime (a monthly membership in which you get free shipping on some items and free video streaming). Home Services (available in 30 cities, it makes it easy to find a handy man if you need something fixed or even for yard work) with a lot more services to offer. It meets the needs of the customer through its retail website with a focus on convenience, price, and selection.

The four primary customer sets that Amazon servers are consumers (a person or organization), enterprises ( business or company), content creators (someone who is actively creating and publishing original content) and sellers. According to Bhasin (2016), Amazon targets the middle class & upper class people who have got hands-on experience in the basic technology but don’t have the time or prefer convenience over shopping from the physical outlets. I believe it’s for everyone who wants great prices, fantastic customer service, and good quality products. Amazon is devoted to pleasing the consumers no matter the cost, and they aim for customer loyalty.

I selected Amazon.com because I am a mother of 2, I go to school, work and have to keep up with the house, so I do not have time go shopping. Amazon is a life saver, and it is convenient when it comes to Christmas, birthday’s gifts, party planning, or anything other items I need. I also chose Amazon because I believe you get the most out of your money, especially if you have Amazon prime. But overall I chose Amazon because of the great customer service I have received in the past and most of the time you can’t beat the price.

What I would like to learn from this project is how Amazon handles complaints. I would also like to know what the fastest way to get in contact with customer service if you have a problem with an ordered.

Amazon is the most customer friendly company I have worked with, offering the widest variety of products and services. What started as a small business has expanded to reach every aspect of someone’s life at home and the workplace. This widely applies to my life as well.

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