



amazon.com®

# *‘Amazonification’*

– 아마존.com – @c교수–



*Prof. Choi, Jaehong(Gangneung Wonju Nat'l Univ.)*

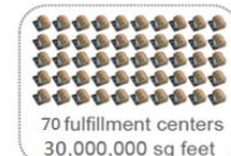
*smart\_phone@daum.net, smart\_phone@naver.com, smartphone.choi@gmail.com  
smartphone\_choi@, www.facebook.com/MobileChoi*







amazon.com



May 23, 1997 - Jul 26, 2017 +1051.07 (60843.56%)

3 categories

amazon

United Kingdom 1998  
Germany 1998

France 2000  
Japan 2000

amazon  
Canada 2002

China 2004

- 1997: Recommendations & bundles
- 1995: Customer reviews

• 2003: Search inside the book

• 2001: Look inside the book

IPO

drugstore.com

pets.com

CDNOW

OpenAPI

AWS

S3 Simple Storage Service  
EC2  
amazon web services

amazon Prime

amazon MP3

2010



yap



200 countries  
Appstore

16 categories

amazon Italy 2010  
Spain 2011

MYHABIT

Zappos.com

diapers.com

SOAP.com

audible.com  
An Amazon company

amazon video

kindle fire

KIVA Systems

livingsocial

Drone Test

upnext

KINDLE FIRE HD

India 2013

goodreads



E-Link

fire PHONE

Echo

Echo Show  
Echo Look

Tap  
Echo Dot

WHOLE FOODS MARKET

amazon go

1000

800

600

400

200

0

amazon dash

amazon Prime Air

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

amazon

Graph Source : Google Finance

New-Biz

m-Commerce Expansion

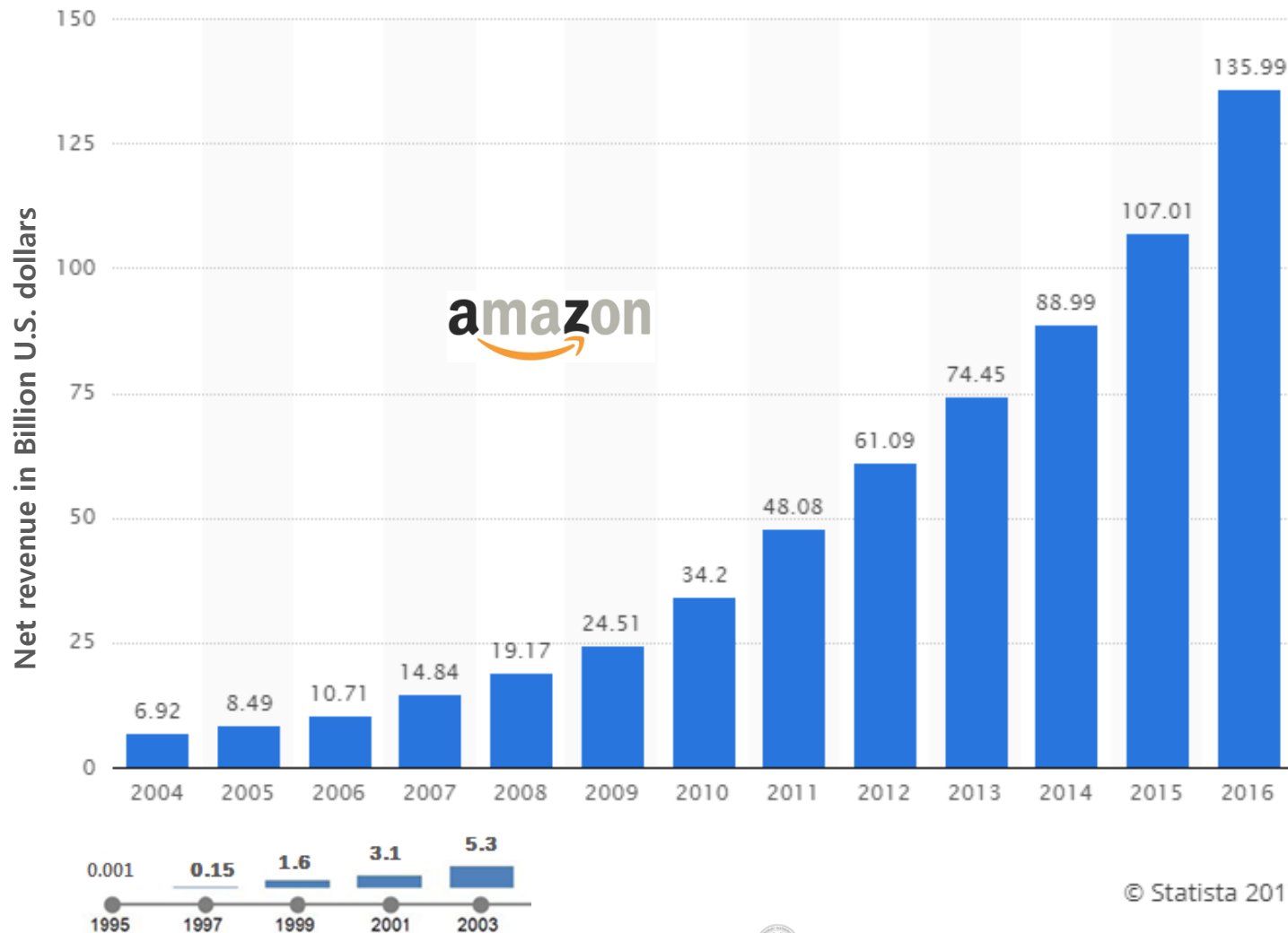
Digital-Commerce Expansion

e-Commerce Expansion



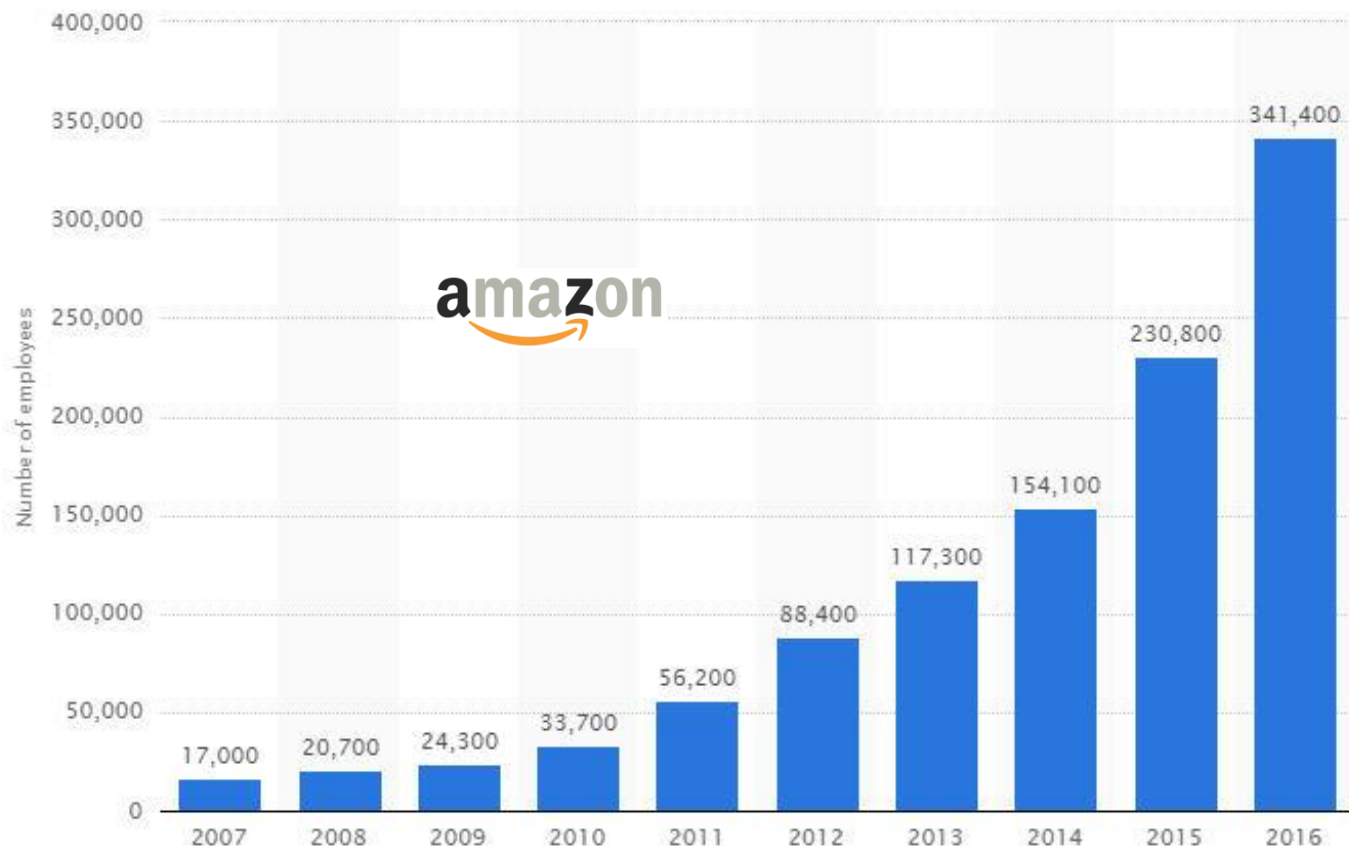
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## Net sales revenue of Amazon from 2004 to 2016 (in billion U.S. dollars)

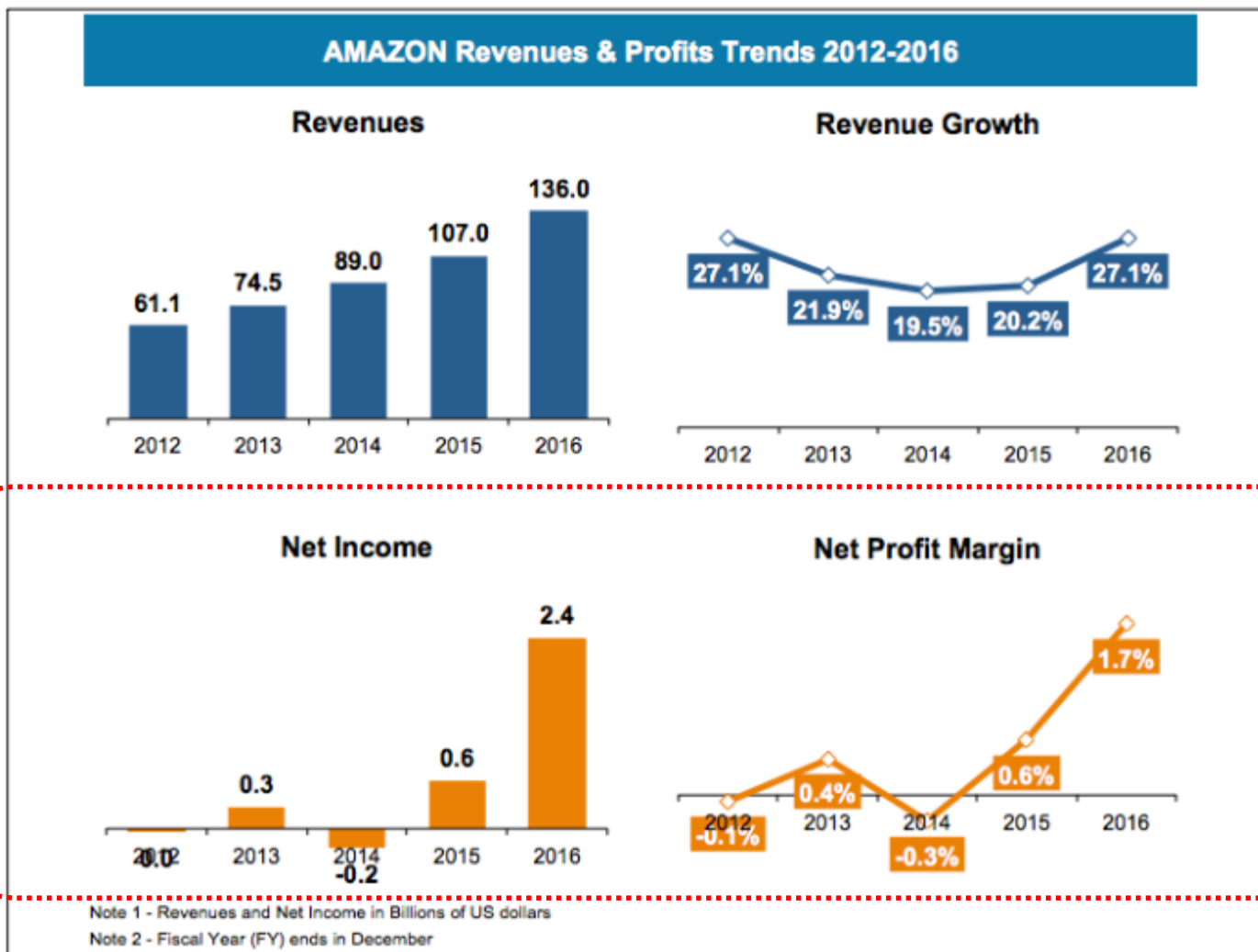


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## Number of Amazon.com employees from 2007 to 2016



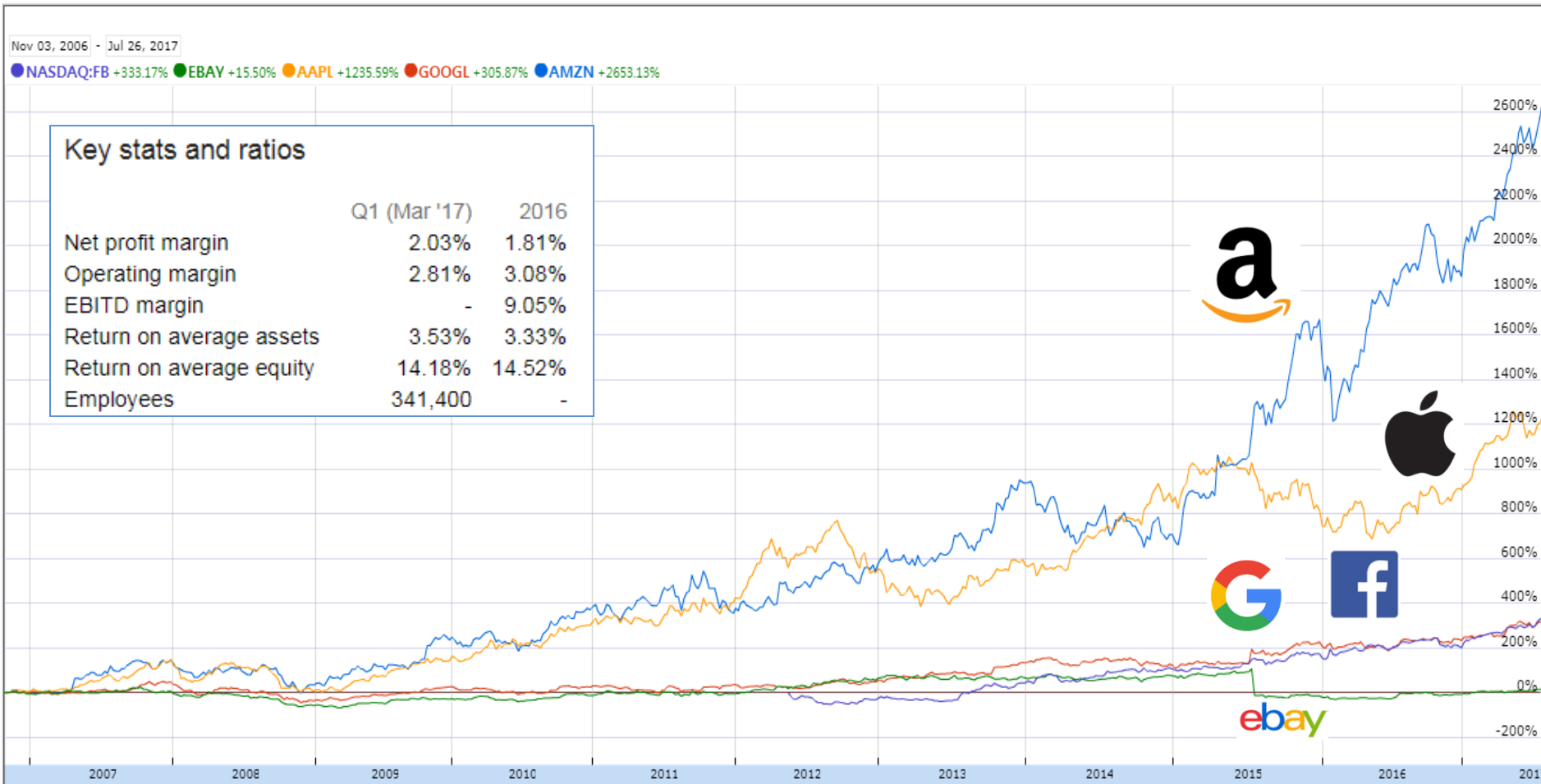
Source : Statista



Source : <https://revenuesandprofits.com>

Feb 05, 2010 - Jul 26, 2017

● NASDAQ:FB +333.17% ● EBAY +60.89% ● AAPL +459.30% ● GOOGL +263.93% ● AMZN +739.49%



Graph Source : Google Finance



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***Success Points ??***

# ✓ *'No Regrets !'*

*"I knew that when I was 80 I was not going to regret having tried this."*

*@Jeff Bezos*



Source : [www.youtube.com](http://www.youtube.com)

✓ *'Great Team !'*

Working in  
Feature or  
Pizza Teams



“

If you can't feed a team  
with two pizzas, it's too  
large.

- Jeff Bezos, CEO, Amazon

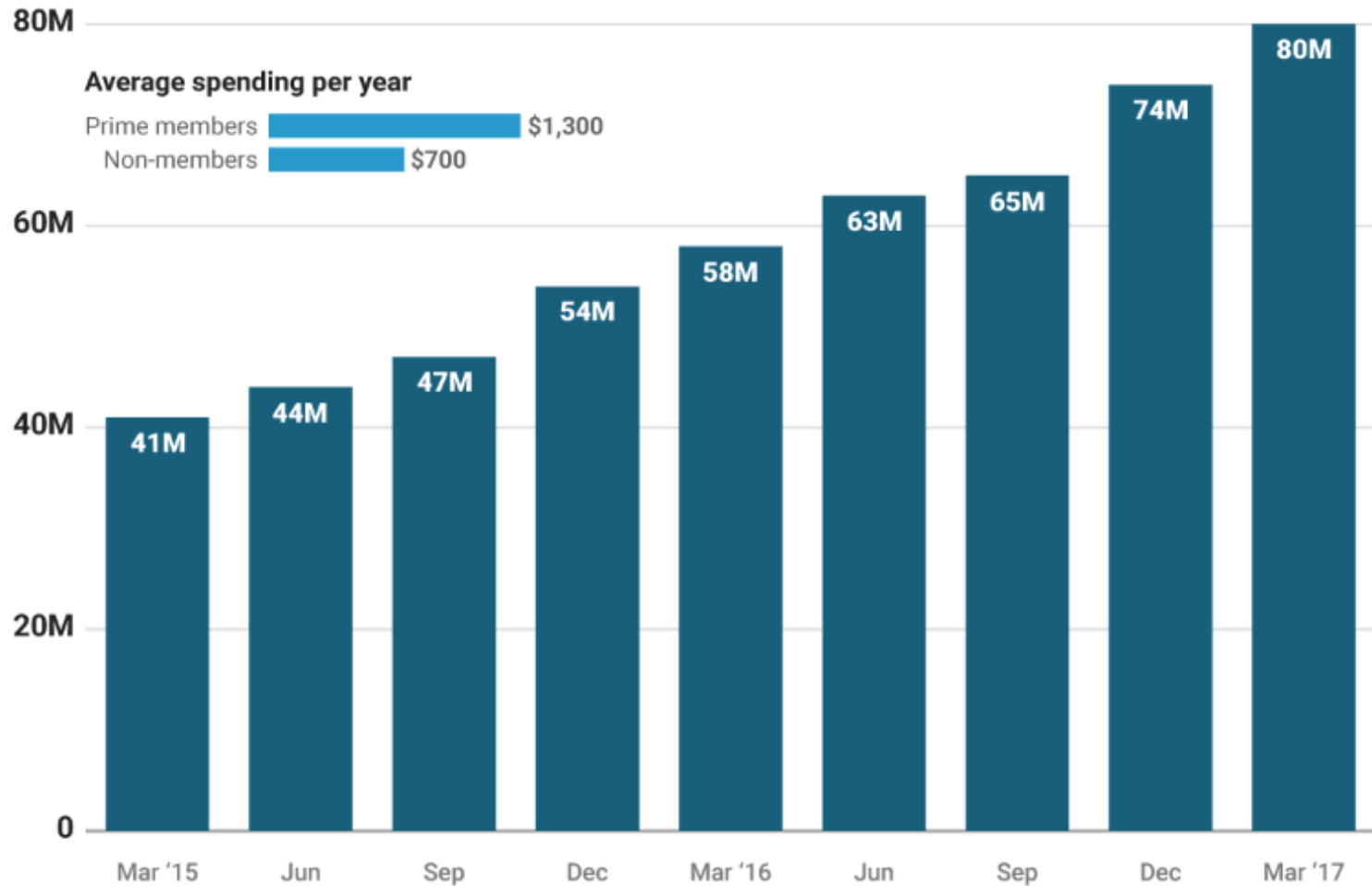
✓ **'Get Big Fast !'**



**Jeff Bezos**  
**Napkin Diagram**

✓ *'Calculate Beforehand !'*

## ESTIMATED AMAZON PRIME MEMBERS IN THE US



SOURCE: Consumer Intelligence Research Partners

statista | BUSINESS INSIDER

✓ *'Do It, Right Now !'*

## Risk Management



The painful transition from growth to profits: Amazon's stock price, 1997-2001.



# ✓ '성동격서 (聲東擊西) Biz !'



Photo by Joe Klamar/AFP/GettyImages



## ✓ '실패로 배우는 성공!'

*"If you never want to be criticized, for goodness' sake don't anything new.".... @Jeff Bezos*







“ 실패와 혁신은 쌍둥이입니다. ”  
이것이 우리가 1000억달러(약 109조원)의  
매출을 내면서도 끊임없이 실패에  
도전하는 이유입니다.

그래서 나는 아마존을 가장 성공한  
회사보다도 가장 편하게 실패할 수 있는  
회사로 만들고자 합니다.

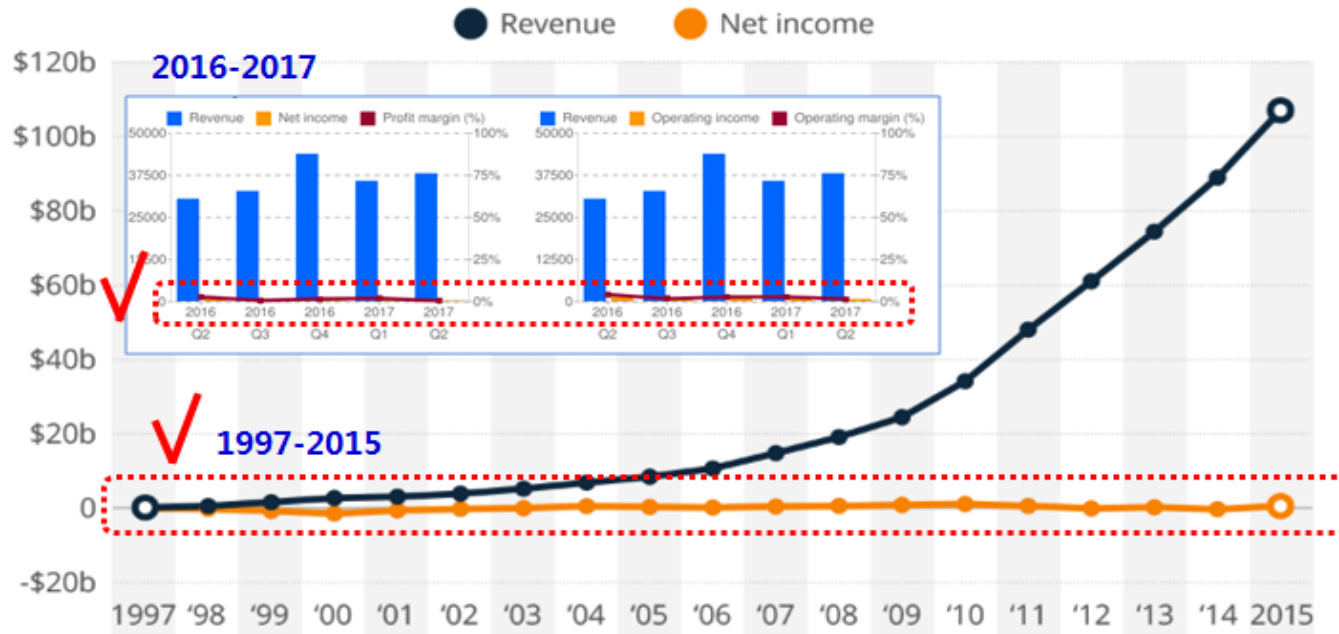
(제프 베조스, 2016.4.9, 주주들에게 보낸 연례서한)

# ✓ 'A Long Term View !'

*"A company shouldn't get addicted to being shiny, because shiny doesn't last."*  
@Jeff Bezos

## Amazon's Long-Term Growth

Amazon's revenue and net income from 1997 through 2015 (in billion U.S. dollars)



Source : [www.google.com/finance](http://www.google.com/finance)



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# ✓ *'The Hidden Empire !'*

Amazon.com:  
a digital shop around the corner...



Source : Amazon.com: the Hidden Empire, 2013



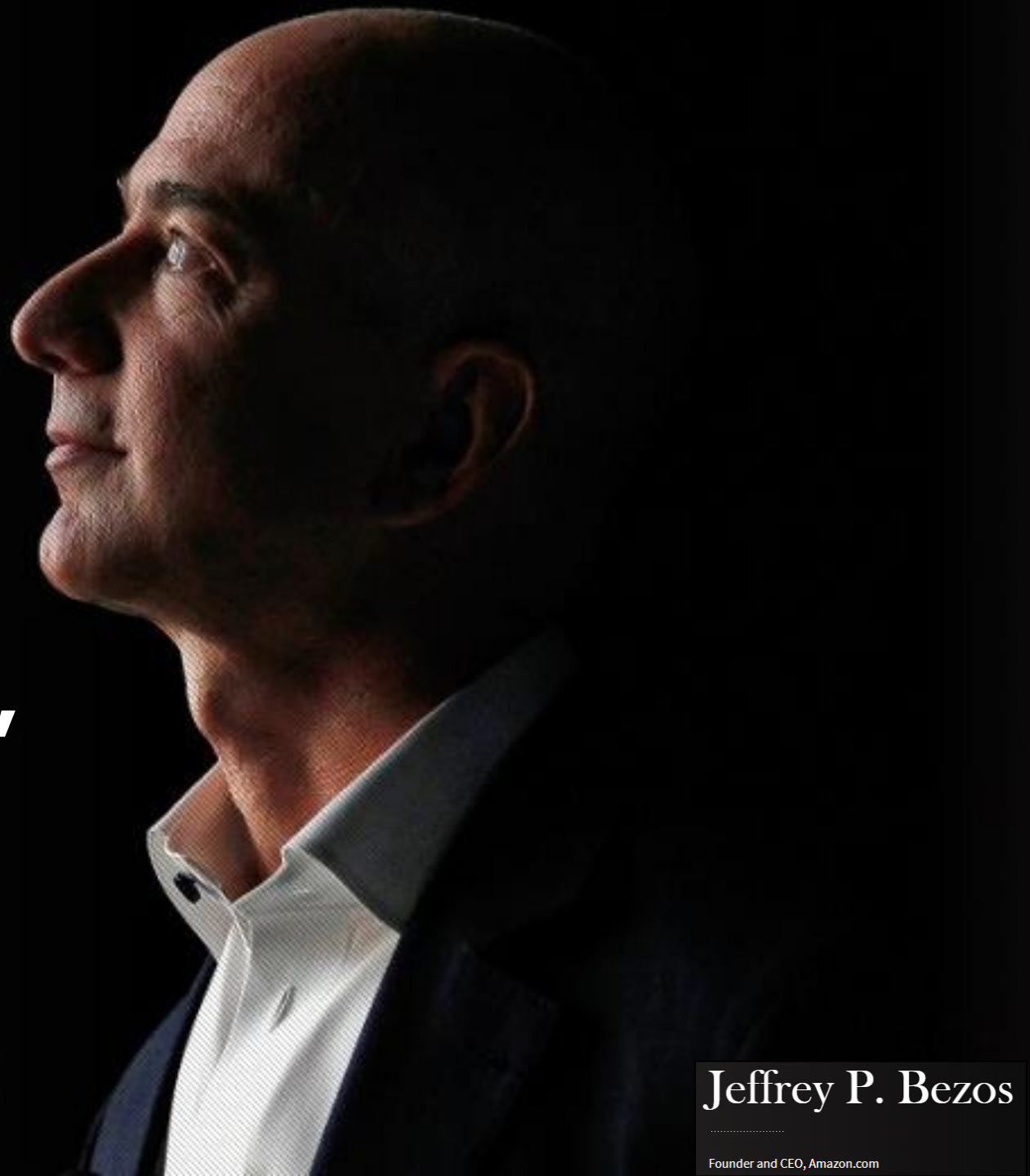
***Success Points ??***

**성공의 마스터 키**

And to conclude ...



'CEO'



Jeffrey P. Bezos

Founder and CEO, Amazon.com



# 'CEO'

## THE EVOLUTION OF JEFF BEZOS



2017

<-- same person -->



1999

Source : [www.cnn.com](http://www.cnn.com)

# *Thank You*

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