



Amazon

Amazon.com, Inc. is an American multinational technology company based in Seattle, Washington. It was founded by Jeff Bezos in 1994 and is one of the world's largest online retailers. The company started out as an online bookstore, but it has since expanded into selling a wide variety of products and services, including consumer electronics, apparel, food, and digital content, among others. In addition to its online retail business, Amazon also offers cloud computing services, video and music streaming, and artificial intelligence products.

Early Days

Jeff Bezos, a former Wall Street executive, started Amazon as an online bookstore from his garage in Seattle. He saw the potential of the internet as a platform for selling goods and wanted to create a virtual store that could offer customers a wider selection of books than any physical bookstore. Bezos named the company after the Amazon River, the world's largest river by volume, to reflect his ambition to make Amazon the world's largest bookstore. In 1995, Amazon launched its website, which initially sold only books. However, Bezos had bigger plans for the company and soon expanded the product offerings to include music, movies, and other consumer goods. In 1997, Amazon went public, and its stock soared, making Bezos a billionaire overnight.



Development

Amazon's success continued through the late 1990s and early 2000s as it expanded its product offerings and improved its customer experience. The company's growth was fueled by its focus on innovation and customer obsession, as well as its willingness to experiment and take risks. Amazon was one of the first companies to offer customer reviews and ratings, which helped build trust and credibility with its customers. It also pioneered the use of data analytics and machine learning to personalize its product recommendations and improve its logistics and supply chain management.

In the 2000s, Amazon started to diversify its business beyond online retail. In 2006, it launched Amazon Web Services (AWS), a cloud computing platform that has become one of the company's most profitable businesses. AWS provides computing, storage, and other services to companies and governments around the world. In addition, Amazon has expanded into entertainment with the launch of Amazon Prime Video, a streaming service that competes with Netflix and Hulu, and it has invested heavily in artificial intelligence through its Alexa digital assistant and other products.



Comprehension Questions

1. What was Amazon's original business?
2. Who founded Amazon?
3. When did Amazon launch its website?
4. What were some of the factors that contributed to Amazon's success in the early days?
5. What are some of Amazon's other business ventures besides online retail?

Discussion Questions

1. What do you think are some of the key factors that have contributed to Amazon's success?
2. How has Amazon changed the way people shop?
3. What are some of the advantages and disadvantages of shopping on Amazon?
4. What are your thoughts on Amazon's expansion into other industries, such as cloud computing and entertainment?
5. What do you think the future holds for Amazon?



Lesson Plan: Exploring Amazon

Objective: Students will learn about the history and development of Amazon, its various business ventures, and its impact on the retail industry and society as a whole.

Materials: Handout about Amazon, internet access, writing materials

Procedure:

1. Introduction (10 minutes)

- Ask students if they have ever shopped on Amazon before and what their experience was like.
- Introduce the topic of Amazon and its history, including its early days as an online bookstore and its expansion into other product categories and industries.
- Distribute the handout about Amazon and go over the comprehension questions to assess students' prior knowledge.

2. Reading and Discussion (30 minutes)

- Have students read the handout about Amazon and answer the comprehension questions.
- Discuss the answers to the comprehension questions as a class.
- Divide students into pairs or small groups and have them discuss the discussion questions on the handout.
- As a class, share some of the ideas and opinions that came up during the group discussions.

3. Research and Presentation (50 minutes)

- Assign each student or group a specific aspect of Amazon's business, such as AWS, Prime Video, or Alexa.
- Have students research their assigned topic and prepare a short presentation on it.
- Allow time for students to work on their presentations and provide guidance and feedback as needed.
- Have students present their findings to the class.

4. Conclusion (10 minutes)

- Wrap up the lesson by asking students what they learned about Amazon and its impact on society.
- Ask students if they have any further questions or thoughts about Amazon and its business ventures.
- Encourage students to think critically about the role of technology and innovation in shaping the future of retail and other industries.

Assessment:

- Comprehension of handout and participation in class discussion
- Quality of research and presentation on assigned topic
- Critical thinking and reflection on the impact of Amazon on society and the retail industry

Extension:

- Have students research and compare Amazon to other online retailers, such as Walmart or Alibaba.
- Have students debate the pros and cons of Amazon's dominance in the retail industry and its impact on small businesses and local economies.