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Case study on Amazon.com's Supply Chain Management Practices

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Abstract: The case provides an overview of Amazon.com's inventory management. Jeffrey Preston Bezos the founder of Amazon.com launched the company when he realized that Internet provided immense scope for online trading. Although the site was originally launched as an online bookstore it eventually offered several other products to keep abreast of the competition. The case takes a look at the different products and features offered on the site. The case also discusses Amazon's value propositions and its criteria for choosing strategic partners. It then elaborates on the strategies adopted by Amazon for managing its inventory. It also explains Amazon's decision to outsource inventory management to distributors. The case takes a look at Amazon's decision to sell the products of competing retailers on its site. It concludes with a brief note on the future challenges in Amazon's warehouse management

Key Words: Amazon.com, inventory management, Jeffrey Preston Bezos, launched, Internet, scope, online trading, online bookstore, products, features, value propositions, strategic partners, inventory, outsource, inventory management, distributors, Amazon, decision, products, competing retailers, future challenges, warehouse management

1.0 INTRODUCTION

1.1 General Information

Amazon.com (Amazon) is one of the first online shopping sites launched in 1995. Since its inception, it has been consistently ranked as one of the best retail sites on the Internet and is regarded as the universal model for successful Internet retailing. In March 1998, Amazon was ranked among the top 20 internet sites in almost all the major market surveys.

According to an analyst, "When you think of web shopping, you think of Amazon first. The Forrester Power Rankings in 2000, ranked Amazon as the best online shopping site. Amazon owed a large part of its popularity to its excellent customer service, which was due to its exemplary inventory management. Amazon realized that there were a lot of players in the e-tailing industry and therefore it needed to consolidate its position as one of the best online shopping sites. Accordingly, it took several measures. In order to increase its revenue, it added several new products to its site. In 1999, on an average, it added a new product on its site once in every six weeks. It entered into strategic alliances with several companies to increase the range of products available on its site. Later, it strengthened its Customer Fulfilment Network by obtaining products directly from the distributors rather than stocking all the goods in its warehouse. Amazon was popular among its customers for shipping the goods within the estimated time, leading to satisfied customers, improved market share and repeat business. By the end of 2002, Amazon had 22.3 million registered users on its site. By 2003, Amazon became the biggest book, music and video retailer on the Internet and offered more than 4.7 million books, videos, music CDs, DVDs, computer games and other products.

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