

Introduction

Amazon is a top organization that has taken over the tech and electronic industry for the past few years. The success of the company may largely be attributed to its strict adherence to ethical business practices and a strict code of conduct. Amazon's employees are expected to follow the company's policies, laws, regulations, and standards. In the event of any ethical questions, employees are expected to consult with the legal department for clarification. The company's success has been attributed in part to the high level of compliance among its workers and other personnel. There are no conflicts of interest at Amazon, which is a goal of the company. The employees are required to use their best judgement at all times and in all ways to serve the organization. A conflict of interest arises when an employee's interests conflict with the company's interests.

Overview of the Business Issue

Ethical Management Systems Analysis

Amazon's legal department works to expose and report workers who get gifts or services from suppliers, business partners, or competitors. Employees can stay focused on the firm's key goals and always act in the best interest of the company as a result of this. After taking into account the facts and conditions of the operation, the legal department decides on corrective or mitigating action (Arnett, 2018). Employees can make objective business judgments for Amazon due to this code of conduct because the impact of competitors, suppliers and business partners and other similar factors that surround them do not influence their decisions.

Analysis of the issue at discussion

1. **Marketing:** Online retailer Amazon has a zero-tolerance policy for any form of illegal discrimination or harassment. As a result, Amazon's profits have increased dramatically because of the company's expanding market base. To avoid antitrust

violations, Amazon employees are not authorised to discuss prices, terms for commercial discounts, or the channels and market areas in which Amazon competes.

2. **Finance:** The success of a firm can be determined by its financial statements. The


company's revenue had grown by 20% at the year's end in 2019. As compared to 2018, when revenues totalled \$232.89 billion, the year-end total for 2019 was \$280.52 billion. This led to an increase of 17% to \$11.59 billion in net income in 2019, up from \$10.07 billion in 2018. The company's stock is currently trading at

\$1906.59 per share, which is an increase in comparison to this year's total of \$1,793.81. An increase in the price of the company's stock has given investors hope.

3. **Logistics operations:** Management of purchase and transportation of electronic equipment from suppliers, stock management in warehouses and delivery of items to clients are all included.

4. **IT:** Marketing, customers, suppliers, inventory, and transportation are all part of the end-to-end supply chain process supported by the IT architecture of the organisation.

People buy from Amazon because of the convenience of finding all of their needs in one location. The simple and user-friendly layout, one-click ordering, and store of personal and credit card information all make it easy to buy. Based on their previous purchases, customers can also get product recommendations, which have proven successful on both the website and Kindle devices (Chua, 2011). Because of this clever use of customer data, Amazon can consistently



Data and Statistics to support arguments

come up with fresh and inventive ways to keep its customers satisfied and attract new ones.

Amazon takes a close look at its ethical practices because it is so crucial to the company's success. Suppliers refill inventory in the Vendor Managed Inventory (VMI) concept when it is time for a fresh purchase. Under this model, third-party sellers are in charge of the supply of their products in a retailer's inventory. For fulfilment, companies send their merchandise to Amazon's facilities instead of doing it themselves. The Amazon Fulfillment Technologies team is responsible for developing and maintaining warehouse management systems (WMS).

Warehouse operations like receiving and shipping, sorting and packaging, and inventory storage

are among the services provided by Inventory Management Services. Every one of these

procedures is aimed to ensure that the company retains a good name in the business world by adhering to ethical practices. Using suppliers with a stellar reputation ensures that the company's activities are carried out in compliance with all applicable ethical standards.

To put it another way, the retail industry has been changed by Amazon's unique supply chain approach and use of cutting-edge technologies. The internet store's history is one of rapid growth and constant innovation. Competitors are scrambling to adapt to keep up with the times. Because of its lightning-fast supply chain management, customers are satisfied with the services offered by the company. A combination of superior information technology, a wide network of warehouses, multi-tier inventory management, and excellent transportation makes Amazon's supply chain the most efficient in the world (Kassmann, 2006). Because of these gains in productivity, a modern home-based business model is feasible. In Amazon's supply chain, inventory management is frequently outsourced. Products that are only sometimes purchased do not go into Amazon's warehouses. In-house logistics resources allow Amazon to make two-hour or fewer shipments conceivable. For Amazon, a third-party logistics provider would just delay




*Evaluation of
strategies*

the delivery process. Amazon customers are loyal to the firm, which owns the marketplace and controls the branding of the online business. Critical client information is strictly restricted at Amazon. If the company does not know what the customers are doing on Amazon, then their shopping experience cannot be personalized. When it comes to building brand recognition, Amazon is not the best option. Price, average customer rating, or a highlighted product at the top of the page might persuade the customer to leave the page. Consequently, brand is no longer a significant determinant in purchase decisions. Buyers of products in Amazon's marketplace instead focus on the product's reviews, price, and popularity.

Conclusion

Ethical consideration has always been Amazon's primary concern. These ethical concerns and addressing any issues within these are pivotal to the success of an organization of such magnitude. This has allowed the development of policies within the supply chain that is evident in different areas of the department including marketing, IT, and others. Privacy has always been pivotal and the connections established with the consumers are extremely essential. This is one of the successes of the organization that has risen to such great levels and has produced one of the most effective as well as ethical supply chains.



*Final remarks based on
prior evaluation*

References

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