

# Amazon European distribution strategy

TheCasesolutions.com

**TOM TAYLOR**

- 1985: IBM's Systems Design engineer at General Motors (GM)
- 1987: Founded IBM Mid-USA Manufacturing Center
- 1989: Promoted to Manufacturing Manager
- 1990: IBM AG European manufacturing sales
- 1992-1993: Headed regional human resources and got hired by Jeff Bezos to head distribution operations
- 1994-1995: Headed Amazon Distribution Ops. In charge of first US-to-Europe fulfillment operations in Europe and set Amazon's network in Europe
- 1997-1999: Promoted to Director of European Supply Operations

**What's the deal?**  
 Amazon's European distribution strategy



ASSESSING THE EUROPEAN DISTRIBUTION NETWORK OPPORTUNITY



Amazon's Challenges in Europe:

## GLOBALIZATION & LOCALIZATION

- Several challenges during its first year in Europe
- Recognized the European market as an aggregate of regional markets
- To comply with each localization, there are 4 adjustment in Amazon's value chain

**Amazon.com**  
 est. 1994

**AMAZON.COM**  
 in EUROPE  
 est. 1998



GROUP 6

**Jeff Bezos**

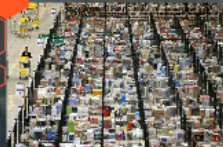


Amazon founder, July 1995

"Use the Internet to transform book buying into the fastest, easiest and most enjoyable shopping experience possible."



## RECOMMENDATION



THANK YOU





SUPPLY CHAIN  
MANAGEMENT

GROUP 6

Anita - Ann - Kirana - Silvia - Patrick

# AMAZON.COM

EUROPEAN DISTRIBUTION STRATEGY

SUPPLY CHAIN  
MANAGEMENT

# GROUP 6

Anita - Ann - Kirana - Silvia - Patrick

# Amazon European distribution strategy

TheCasesolutions.com



**TOM TAYLOR**

- 1986: British Telecom's Design Engineer at General Motors GME
- 1987: Graduate from MIT's MBA and back to GM
- 1991: Promoted to Manager's Salary Plan
- 1994: IBM E2 (employee) and starting IBM
- 1999: First time open to work for Amazon and get hired by Jeff Bezos as vice president of operations
- 2000: Amazon makes Operations Director in charge of all US operations. Responsible for inventory, fulfillment and logistics in the US
- 2002: Promoted to Director of European Supply Operations

What Tom did:  
 - He was the first person to be hired by Amazon in Europe  
 - He was the first person to be hired by Amazon in Europe



## ASSESSING THE EUROPEAN DISTRIBUTION NETWORK OPPORTUNITY



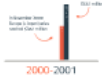
## Amazon's Challenges in Europe:

### GLOBALIZATION & LOCALIZATION

- Several challenges during its first year in Europe
- Recognized the European market as an aggregate of regional markets
- To comply with each localization, there are 4 adjustment in Amazon's value chain



## AMAZON.COM in EUROPE est. 1998



GROUP 6

Jeff Bezos



Amazon founder, July 1995

"Use the Internet to transform book buying into the fastest, easiest and most enjoyable shopping experience possible."



## RECOMMENDATION



THANKYOU



OFFICE BY: DZMIS