





SUPPLY CHAIN
MANAGEMENT

GROUP 6

Anita - Ann - Kirana - Silvia - Patrick

AMAZON.COM

EUROPEAN DISTRIBUTION STRATEGY

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TOM TAYLOR

- 1996 - British Telecom's Design Engineer at General Motors GME
- 1997 - Founder of the UK's first web bank to go
- 1997 - Awarded the MBE for his services to the UK
- 1998 - Took £2.5m from his savings to start Amazon
- 1999 - First year open to retail Amazon and got listed by NYSE
- 2000 - Amazon makes £10m in sales
- 2001 - Amazon makes £10m in sales
- 2002 - Amazon makes £10m in sales

What Tom did
to make Amazon.com
a success 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



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Jeff Bezos

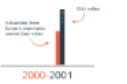


Amazon founder, July 1995

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



AMAZON.COM in EUROPE est. 1998



RECOMMENDATION



THANKYOU



Jeff
Bezos



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