

**TOM TAYLOR**

- 1985: IBM's Systems Design engineer at General Motors (GM)
- 1987: Founded IBM ML's World Wide Web
- 1989: Founded to Manufacturing Huber
- 1990: IBM AG's Supply chain consulting
- 1992-2000: Head of Supply Chain Management and got hired by HP order to manufacturing consultants
- 2000-2004: Head of Supply Chain Management, US, in charge of 100,000 jobs in the US, Europe and Asia. A large number of changes in the US
- 2004-2009: Head of Director of European Supply Operations

**What is the goal?**  
To assess the European distribution network opportunity



### 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



### AMAZON'S EUROPEAN DISTRIBUTION STRATEGY: Harvard Case Solution & Analysis



**AMAZON.COM**  
EUROPEAN CONTRIBUTORS STRATEGY

GROUP 6

TheCaseLab.com

**Jeff Bezos**

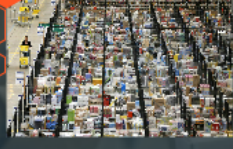


Amazon founder, July 1995

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



### RECOMMENDATION



# THANKYOU



# AMAZON'S EUROPEAN DISTRIBUTION STRATEGY Harvard Case Solution & Analysis



SUPPLY CHAIN  
MANAGEMENT

**GROUP 6**

Anita - Ann - Kirana - Silvia - Patrick

# AMAZON.COM

EUROPEAN DISTRIBUTION STRATEGY

TheCaseSolutuions.com

SUPPLY CHAIN  
MANAGEMENT

# GROUP 6

Anita - Ann - Kirana - Silvia - Patrick

**TOM TAYLOR**

1996 - 1997: British Telecom's Design Engineer at General Motors GME  
 1997 - 1998: Consultant from MIT's TUM and back to GME  
 1998 - 1999: Promoted to Marketing Training Planner  
 1999 - 2000: IBM E2 (temporary) new, including IBM  
 2000 - 2001: Head of new operations in Amazon and got hired by Jeff Bezos as vice president of operations  
 2001 - 2002: Became interim Operations Director in charge of four UK divisions: Fulfillment, Inventory, IT, and Operations and Logistics in the UK  
 2002 - 2003: Promoted to Director of European Supply Operations

**What Tom did:**  
 - Led the team that set up the first European fulfillment centers  
 - Led the team that set up the first European distribution centers

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**RECOMMENDATION**

**THANKYOU**

DZMIS OFFERED BY THE CASE SOLUTIONS.COM

Jeff  
Bezos



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# Earth's Biggest Bookstore

Initially a pure online book retailer, Amazon quickly increased its selection from 1 million titles to 2.5 million titles



Distinctive procurement strategy  
Hold modest inventories



Rely on wholesalers  
Ingram Book Company and Baker & Taylor



Distinctive procurement strategy:

Hold modest inventories

&

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