

Supply chain and Distribution Network of Amazon in European Harvard Case Solution & Analysis



TOM TAYLOR

- 1995: IBM's Global Design Engineer at General Motors (GM)
- 1997: Founded IBM's U.S. Market for Europe
- 1999: Founded in Manufacturing Europe
- 1999: IBM AD Europe's manufacturing sales
- 2000: Headed regional sales, operations and got hired by HP order to head its sales in Europe
- 2002: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe
- 2003: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe
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- 2019: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe
- 2020: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe
- 2021: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe
- 2022: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe
- 2023: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe
- 2024: Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe

What's Next?
 Headed IBM's European Sales, operations and got hired by HP order to head its sales in Europe

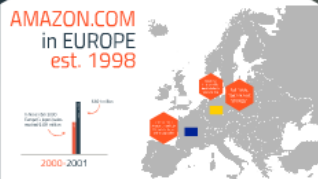


ASSESSING THE EUROPEAN DISTRIBUTION NETWORK OPPORTUNITY



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



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



TheCaseSolutions.com

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TOM TAYLOR

- 1996 Bachelor's Degree in Business Administration from MIT
- 1997-1998 Consultant for MIT's USA and back to Italy
- 1999-2000 President of MIT's Italian Chapter
- 2001-2002 IBM Business Development Manager
- 2003-2004 Head of Sales for IBM in Italy and part time for MIT
- 2005-2006 Director of Sales for IBM in Italy and part time for MIT
- 2007-2008 Director of Sales for IBM in Italy and part time for MIT
- 2009-2010 Director of Sales for IBM in Italy and part time for MIT
- 2011-2012 Director of Sales for IBM in Italy and part time for MIT
- 2013-2014 Director of Sales for IBM in Italy and part time for MIT
- 2015-2016 Director of Sales for IBM in Italy and part time for MIT
- 2017-2018 Director of Sales for IBM in Italy and part time for MIT
- 2019-2020 Director of Sales for IBM in Italy and part time for MIT
- 2021-2022 Director of Sales for IBM in Italy and part time for MIT

What Tom did:
 - Analyzed the European market
 - Identified the challenges
 - Proposed a solution

ASSESSING THE EUROPEAN DISTRIBUTION NETWORK OPPORTUNITY



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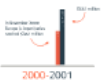


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AMAZON.COM in EUROPE est. 1998



RECOMMENDATION



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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:

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&

Rely on wholesalers

Ingram Book Company and Baker & Taylor

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TOM TAYLOR

- 1996: British Telecom's Design Engineer at Germany, Milan & GM
- 1997: Graduate from MIT's MBA and back to GM
- 1998: Promoted to Multiple Supply Planner
- 1999: Earn Ed Business School's Marketing MEd
- 2000-2001: Head of Supply for most Amazon and got hired by Jeff Bezos as a consultant & consultant
- 2002-2003: Became Amazon's Operations Director in charge of four US divisions: Warehouse, Inventory, Fulfillment and Logistics in the US
- 2004-2005: Promoted to Director of European Supply Operations

What Tom did:
 • Analyzed the European market
 • Identified the challenges
 • Recommended the solution

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RECOMMENDATION



THANKYOU





2000 - 2002
OPTIMIZING THE CUSTOMER
FULFILLMENT NETWORK

