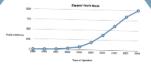
Zappos.com

Presented by:

Courtney Armstrong, Matt Cox, & Maggie Peterson



Zappos' Success



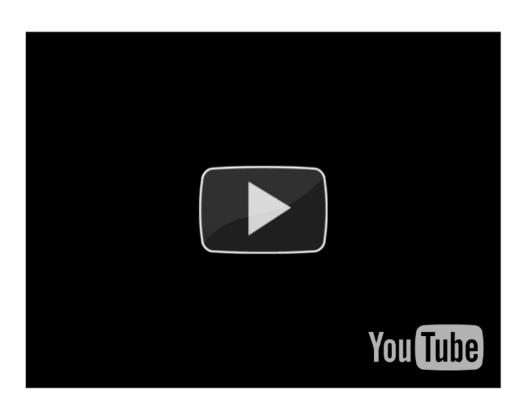
- · 2009- Partnered with Amazon.com
- Currently have over ten departments
- Branching out into clothing,
 accessories, beauty products, handbags

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Zappos' Success



Where Zappos began...

- Established in 1999 by Nick Swinmurn
- Envisioned an online retail shoe store where consumers could find any brand, style, or size
- Current CEO, Tony Hsieh, revised and revamped company
- Organization is revolved around one mission:
 "to provide the best customer service possible"

Structure Within the Walls of Zappos

- Known hierarchy, yet decentralized authority
- Team-based structure
- Managers as "coaches"

Organizational Culture

- A system of shared beliefs and values that develops within an organization and guides the behavior of its members
- Zappos is a Clan Organization
 - Collaboration
 - Participation
 - Communications
 - People Development
 - Flexibility
- Culture is shown through employee dress code, awards to the company, and the behavior of managers

Being a part of the Zappos Family

Zappos has ten core values

- Deliver WOW through service
- Embrace and drive change
- Create fun and a little weirdness
- Be adventurous, creative, and open-minded
- Pursue growth and learning
- Build open and honest relationships with communication
- Build a positive team and family spirit
- Do more with less
- Be passionate and determined
- Be humble

Learning the Zappos way

- Stories
- Hero
- Rites and Rituals