



# A STUDY ON VMOSA (VISION, MISSION, OBJECTIVES, STRATEGIES AND ACTION PLAN) OF AMAZON COMPANY

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## ABSTRACT

*This study is a critical analysis on the VMOSA OF AMAZON COMPANY. Writing out the company's vision, mission, goals and objectives, is a necessary step during strategic planning.*

***VISION STATEMENT** tells that what a company is planning for the future generations and how it wants them to think about it. This is basically the dream destination of a company.*

***MISSION STATEMENT** tells how the company will head towards its vision and what it is trying to fulfil for its customers. This acts as a guiding book helping in reaching the dream destination.*

***GOALS** tells about what the organisation plans to achieve in order to accomplish its mission and vision.*

***OBJECTIVES** tells about the actions needed for realising its goals within a particular timeframe*

*This is an efficient planning tool which acts as a plan or a design helping the company in converting their dreams or plans into reality. Achievement of these statements makes it easy for the company to improve their position in the competitive market.*

*Amazon is one of the biggest well established e-commerce company in the world but at the same time it faces intense competition. According to a statistical data, Amazon faces extreme competition in market share by Walmart (5.3%) and eBay (4.7%). Accordingly the company needs to have such strong and powerful strategies which makes stand out and supports their competitive edge in opposition to its competitors.*

*Online survey of Amazon customers has also been conducted with the help of Google form by considering 100 respondents.*

**Key words:** Customer focused company, customer passion, innovation, operational superiority, long term planning, maximum satisfaction.

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## 1. INTRODUCTION

Amazon is an American multinational technology company with its headquarters in Seattle, Washington. It deals in e-commerce, cloud computing, digital streaming, and Artificial Intelligence. It was founded by Jeff Bezos on 5 July, 1995.

The company started its business with selling of books online. Within some years the company expanded its product portfolio intensively serving several hundred million customers globally selling electronic items, clothes, furniture, toys, personal care items etc. Now it also provides streaming platform through Amazon Prime Video.

## 2. LITERATURE REVIEW

Table 1

| S.no | Author                    | Year | Topic  | Publication                           |
|------|---------------------------|------|--|---------------------------------------|
| 1.   | Steve McKillup            | 2019 | Statistics Explained   | Cambridge University Press            |
| 2.   | CR Kothari<br>Gaurav Garg | 2019 | Research Methodology<br>Methods and Techniques                       | New age international publishers      |
| 3.   | Anthony E. Henry          | 2018 | Understanding strategic management                                   | OUP Oxford                            |
| 4.   | S.C. Gupta                | 2018 | Fundamentals of Statistics   | Himalaya Publishing house             |
| 5.   | R.Srinivasan              | 2012 | Strategic Management   | Prentice Hall India Learning Pvt.ltd. |
| 6.   | Ram Ahuja                 | 2001 | Research Methods   | Rawat Publications                    |
| 7.   | Lawrence Gregory          | 2019 | Amazon.com Inc.'s Mission Statement & Vision Statement (An Analysis) | panmore.com                           |

## 3. OBJECTIVES

- To study the vision of Amazon corporate
- To study the mission of Amazon corporate
- To study the goals of Amazon corporate
- To study the objectives of Amazon corporate
- Determining consumer perspective about the products of the corporate Amazon.

## 4. HYPOTHESIS

**H0:** The predetermined statements are achieved by the company

**H1:** The predetermined statements are not achieved by the company.

## 5. RESEARCH METHODOLOGY

The primary data has been collected from 100 respondents through Google form and has been analysed using Pie chart and its interpretation. The survey contained 7 multiple choice questions.

The secondary data has been collected from various websites and books.

## 6. VMOSA

### 6.1 Vision Statement

Amazon's vision is to become the world's most customer focused company, where customers can search through a plethora of products they want to purchase online.

### 6.2 Mission Statement

Amazon's mission statement is they seek to provide the best prices to their customers, the finest selection of products and maximum satisfaction.

### 6.3 Goals Statement

Amazon's goals are customer passion instead of having competition as the centre of attention, desire for inventions, dedication for operational superiority and long term planning.

### 6.4 Objective Statement

Amazon's objectives are launching new innovations, acquiring new entities, harmony and synchronisation with partnering companies, raising market share and profits by enhancing and diversifying the services.

## 7. DATA ANALYSIS

(ONLINE SURVEY OF CUSTOMERS OF AMAZON)

### 7.1 Age

Interpretation- It is mostly used by people over 18 years of age and above

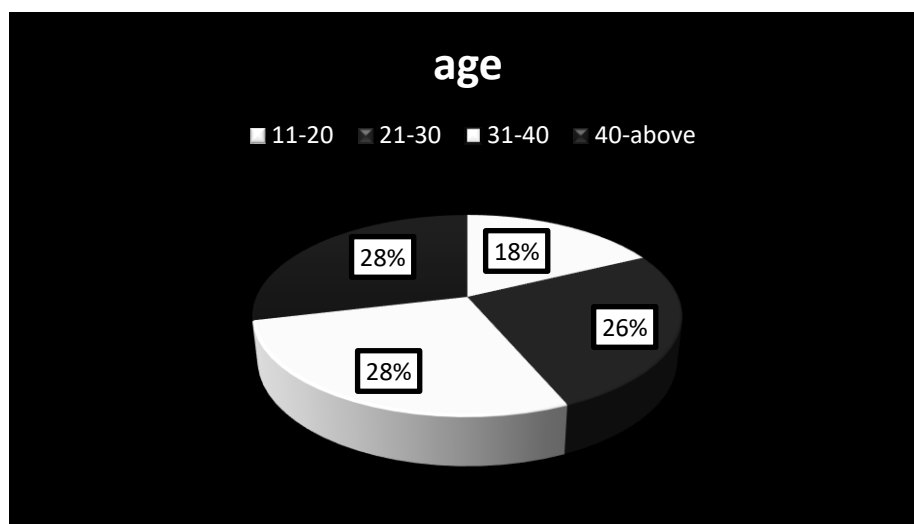


Figure 1

### 7.2 Income Group

Interpretation- All the income class people shop from Amazon

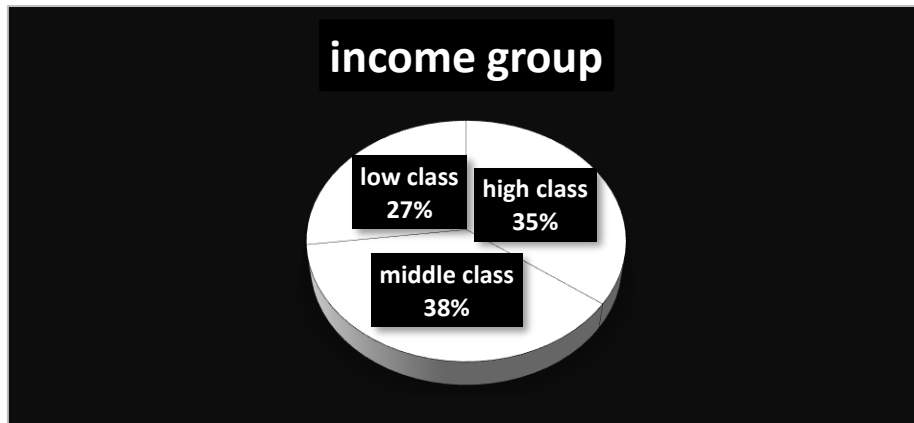


Figure 2

### 7.3 Gender

Interpretation- Customers primarily consists of 40% males, 58% females and rest being unknown

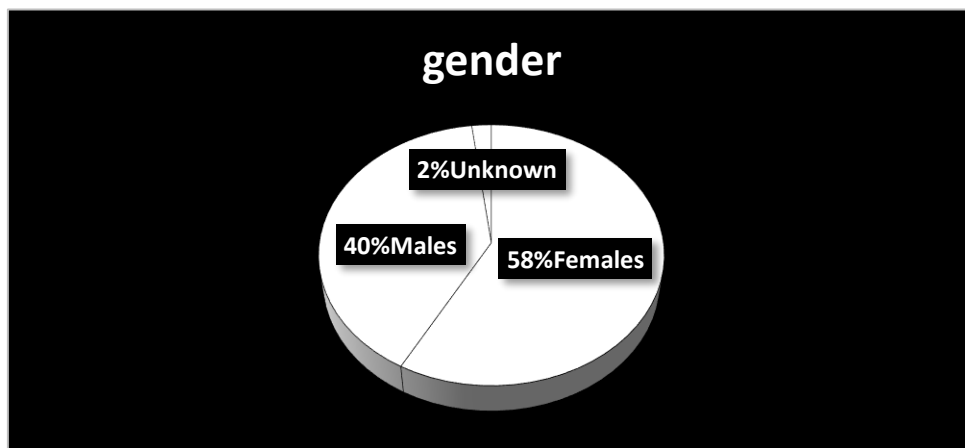


Figure 3

### 7.4 Customers Thinking About Amazon

Interpretation- 74 percent of the customers are satisfied

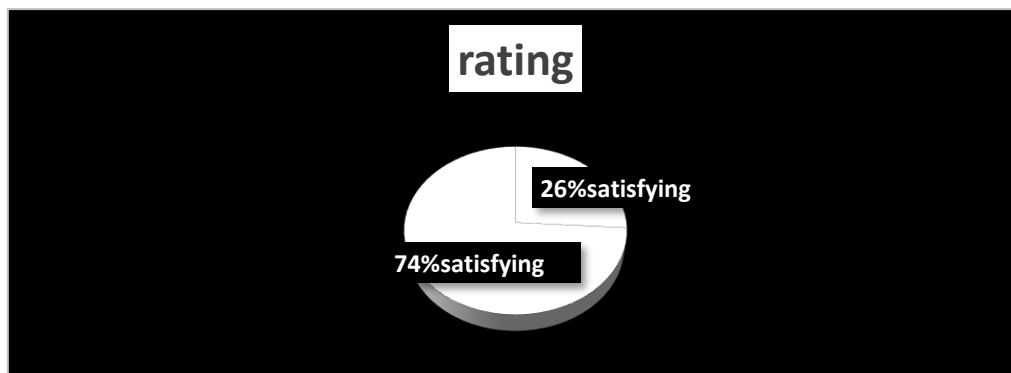


Figure 4

### 7.5 Price

Interpretation- 70 percent of Customers usually feel that buying products from Amazon is economical



Figure 5

### 7.6 Which Alternative Ecommerce Website Would You Prefer to Switch Over to If Not Amazon?

Interpretation- 60 percent of the customers would switch over to Flipkart and 40 percent of the customers would like to go for Snapdeal products

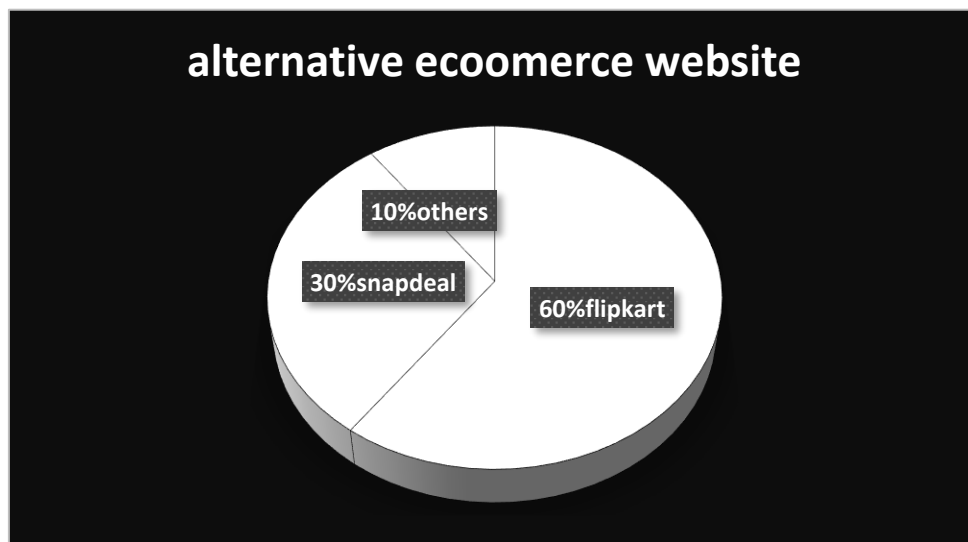
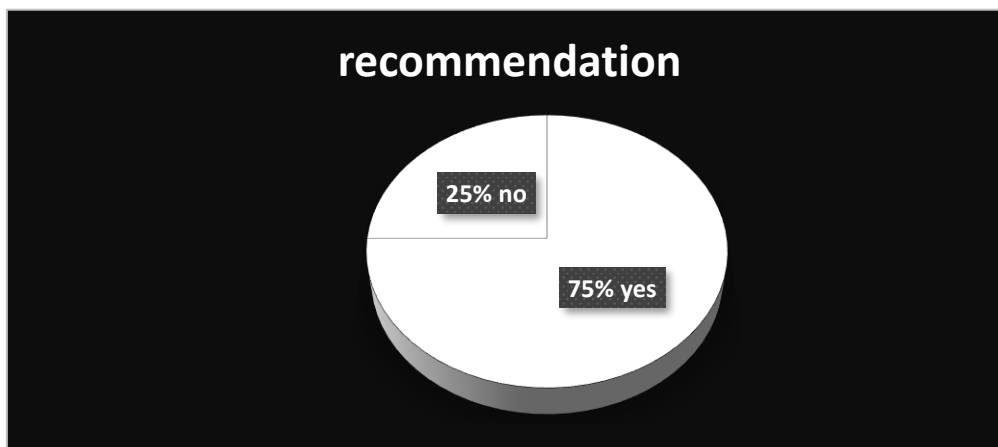


Figure 6

### **7.7 Considering Customers Absolute Experience with the Company's Products and Services, Would They Suggest The Company's Product to Others?**

Interpretation- 75 percent of customers would likely be to recommend the products to other people



**Figure 7**

## **8. CONCLUSION**

After critically studying the VMOSA, it is concluded that the company is on its way of achieving its planned targets.

## **9. INTERPRETATION**

This data analysis has resulted in the fact that the Amazon company is doing well and the customers are satisfied with it.

## **10. SUGGESTION**

They should give equal attention to competition like they give it to their customers, as being ahead in the competition race is of utmost importance.

## **11. LIMITATIONS**

- Lack of time
- Due to limited time this study is not complete in full aspects
- Inadequate sample size
- The survey is conducted considering only 100 respondents and does not gives results considering the whole population
- Lack of previous research studies
- Due to lack of previous research on this topic, there is lack of theoretical foundations

## **12. FUTURE SCOPE OF STUDY**

- Conducting the SWOT Analysis of Amazon
- Critically analysing the BCG Matrix of Amazon
- Study on how the company can cut down the competition
- Larger sample size with diversified age group.

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