

5. AMAZON.com

Amazon.com was founded in 1994 and launched on-line in 1995. It started as an on-line bookstore but soon diversified into product lines of videos, DVDs, music CDs, MP3s, video games, electronics, clothes, furniture, food and toys.

Amazon.com has embraced the latest technology in many of the products offered to its customers through the development of e-books and its music downloads.

In its massive distribution warehouses, Amazon.com also makes use of the latest technology. Goods delivered to the warehouse appear to be located randomly according to their size and the spaces available. However, with a scanning gun (which acts a bit like 'sat nav') the quickest way to the goods is found immediately. Everything about the order is then beamed to the workers who pick up the goods and if necessary gift-wrap them for the customers.



Explain the impact of rapid technological change on businesses, such as Amazon.com, and their customers. [8]

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