

The background of the slide is a dark, monochromatic photograph of the New York Stock Exchange's classical facade, featuring large columns and the words 'NEW YORK STOCK EXCHANGE' at the top. White L-shaped corner lines are visible in the top right and bottom left corners.

Amazon.com, 2021

2023 - MGMT 465 - Olivia Wright

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A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, creating a sense of height and urban density. The image is overlaid with a semi-transparent dark red filter.

01

**Book
Industry
Overview**



Amazon.com, Inc.

Headquarters: Seattle, WA

Founded: July 5th, 1994



Mission Statement

"to be Earth's most customer-centric company."

Vision Statement

"to become Earth's Best Employer and Earth's Safest Place to Work."

Subsidiaries

Prime Video

TV/ Video
Streaming Service



Twitch

Livestream
Service



Alexa

Virtual Assistant Technology



IMDb

Online Database



Whole Foods

Online Grocery



AWS

Cloud
Computing
Platform



Prime Music

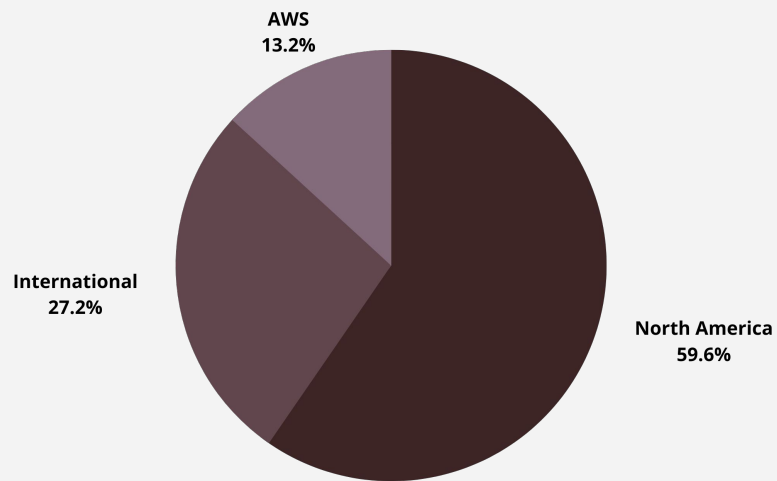
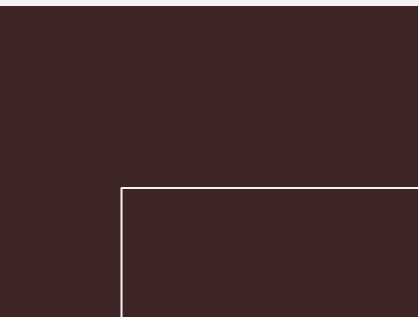
Music
Streaming
Service



Audible

Audiobook
Streaming
Service





S.W.O.T Analysis

- Customer Oriented
- Differentiation and Innovation
- Largest Merchandise Selection
- Number of Acquisitions
- Market Leader

- Expanding Physical Stores
- Self Driving Technology
- Crypto Stratosphere
- More Acquisitions

Strengths

Opportunities

Weaknesses

Threats

- Easily imitable business model
- Limited brick-and-mortar presence
- Controversies
- Losing Margins

- Cybercrime
- Government Regulations
- Aggressive Competition
- Fake Products



Industry Introduction & Overview

02

Competitors



Opportunities



Omni-Channel
Experience



Technology
Partnerships



Cyber & Data
Security



Product Return &
Refund Policies

Challenges



03

ESG &
Investment
Risk

ESG

THE CLIMATE PLEDGE

Environmental

In 2019, Amazon launched The Climate Pledge urging companies to achieve net-zero annual carbon emissions by 2040.



Social

Amazon continues to work toward building a transparent and equitable global supply chain & lead new outreach initiatives.



Governance

AWS participates in the voluntary Cloud Security Alliance (CSA) Security, Trust & Assurance Registry (STAR) Self-Assessment

ESG Risk

**per Yahoo! Finance*

30



Environmental

5.6

Social

14.8

Governance

9.8

Investment Risk



**International
Operations**



System Interruption



Competition



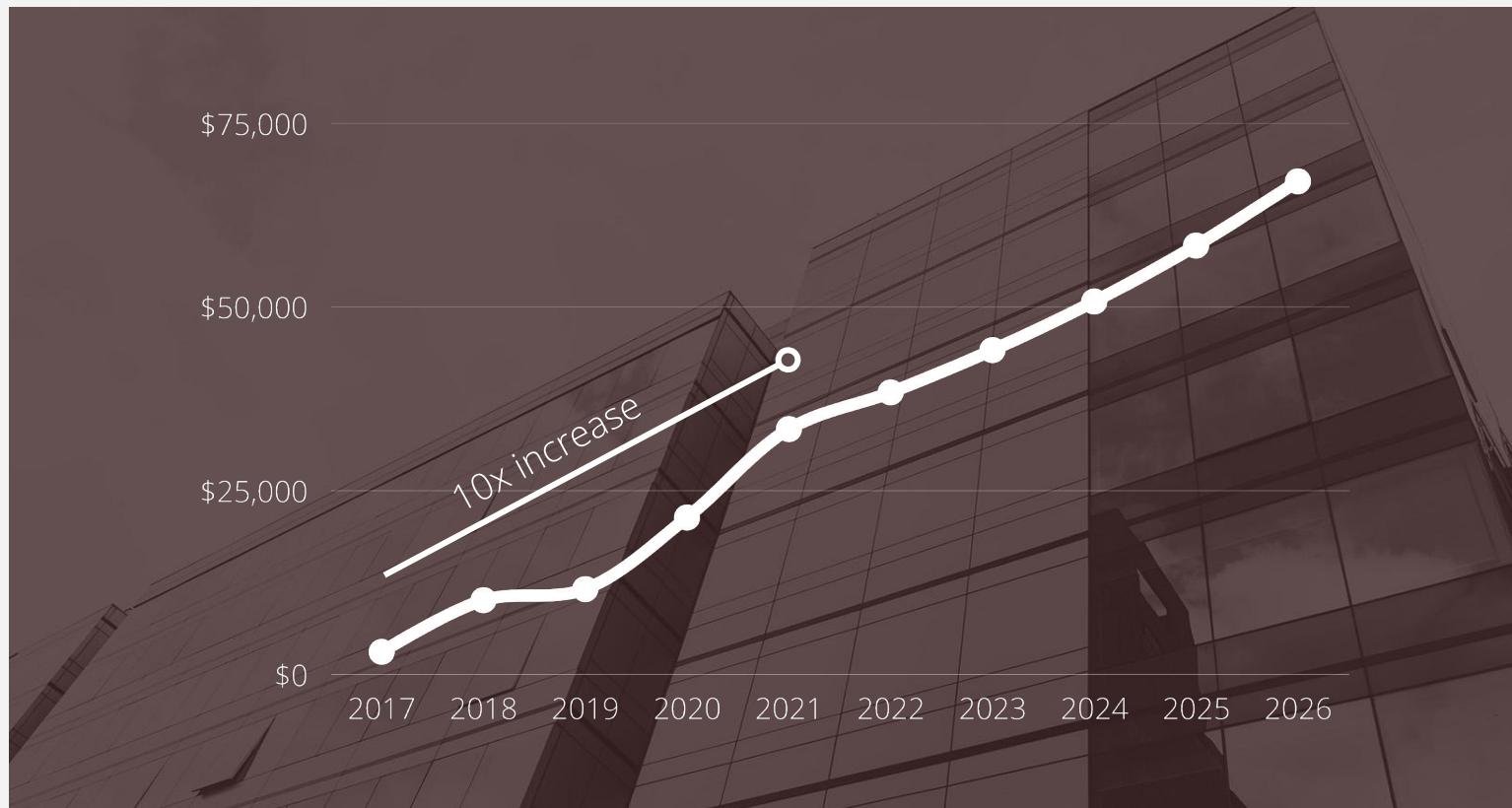
Tax Liabilities



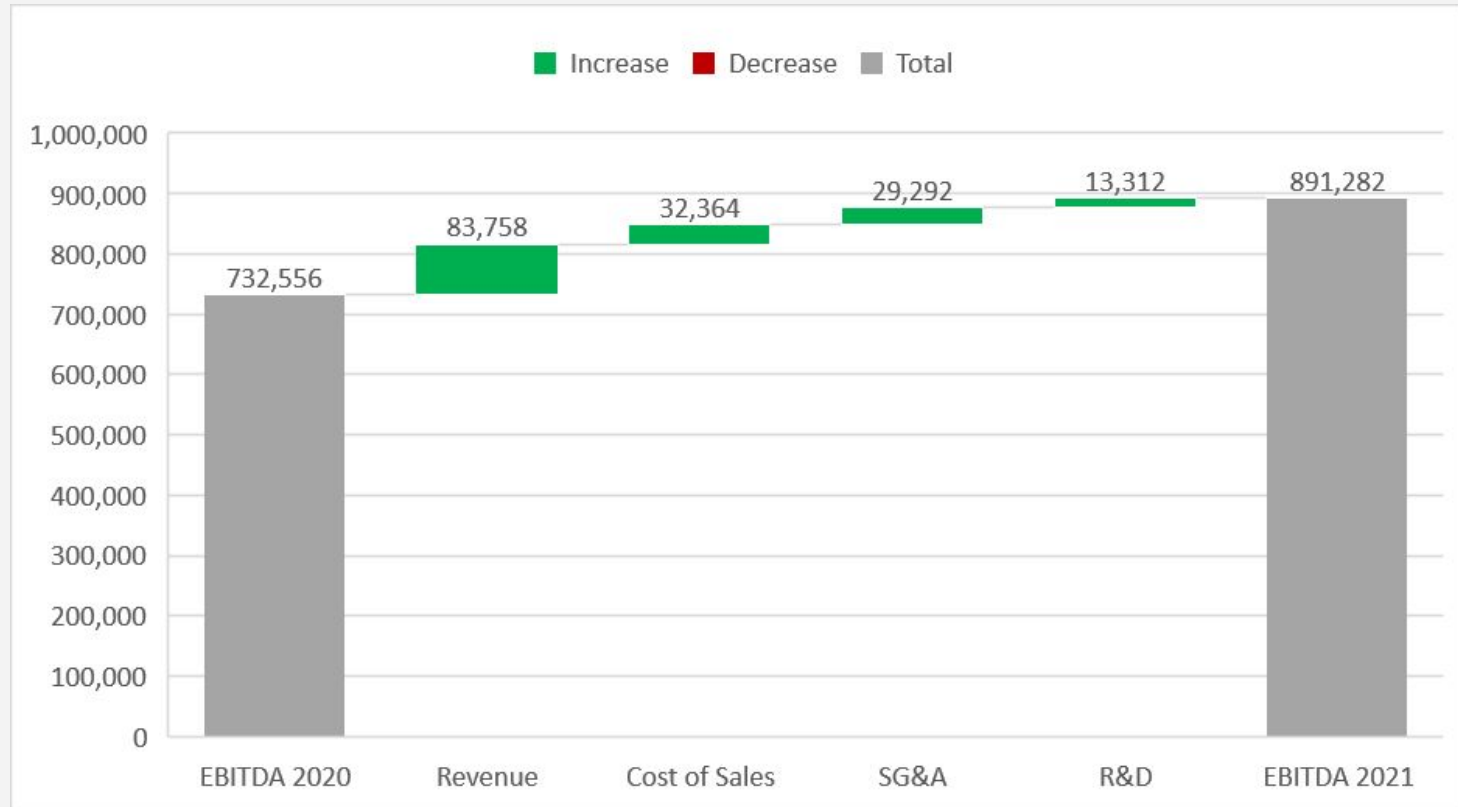
Financial Analysis

04

Net Income & Projections

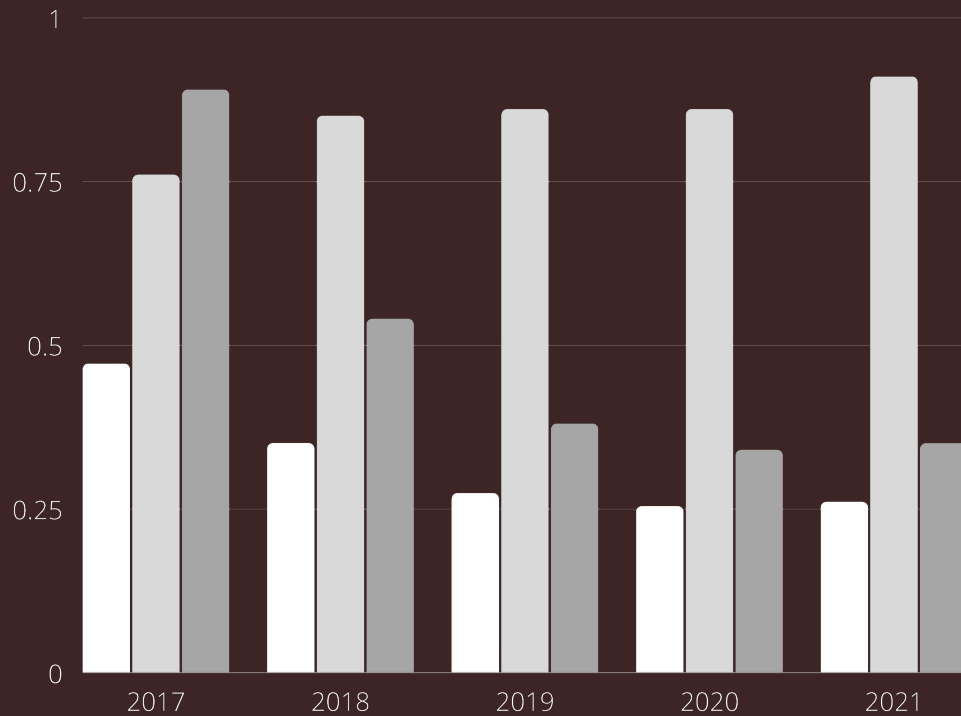


EBIT Waterfall

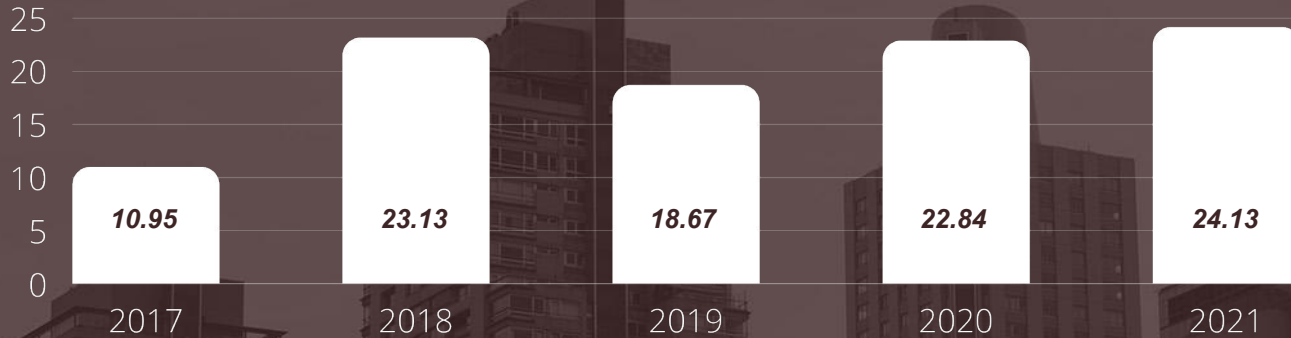


Key Financial Ratios

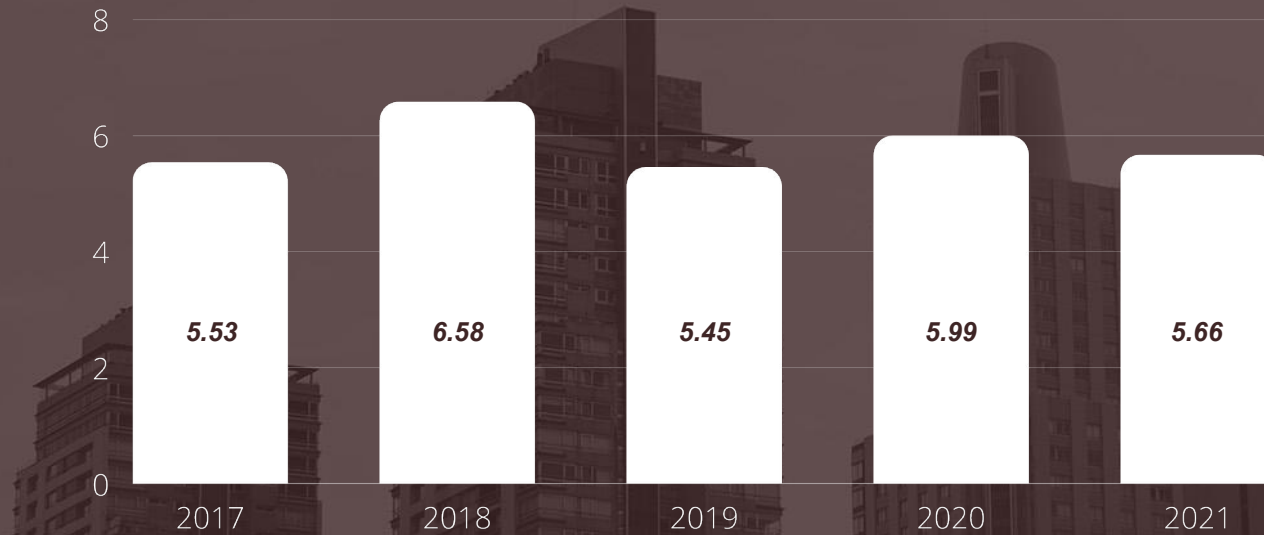
	<i>Working Capital Ratio</i>	<i>Quick Ratio</i>	<i>Debt-to- Equity Ratio</i>
2017	.47	.76	.89
2018	.35	.85	.54
2019	.27	.86	.38
2020	.25	.86	.34
2021	.26	.91	.35



Return on Equity



Altman Z-Score





05

Company
Valuation

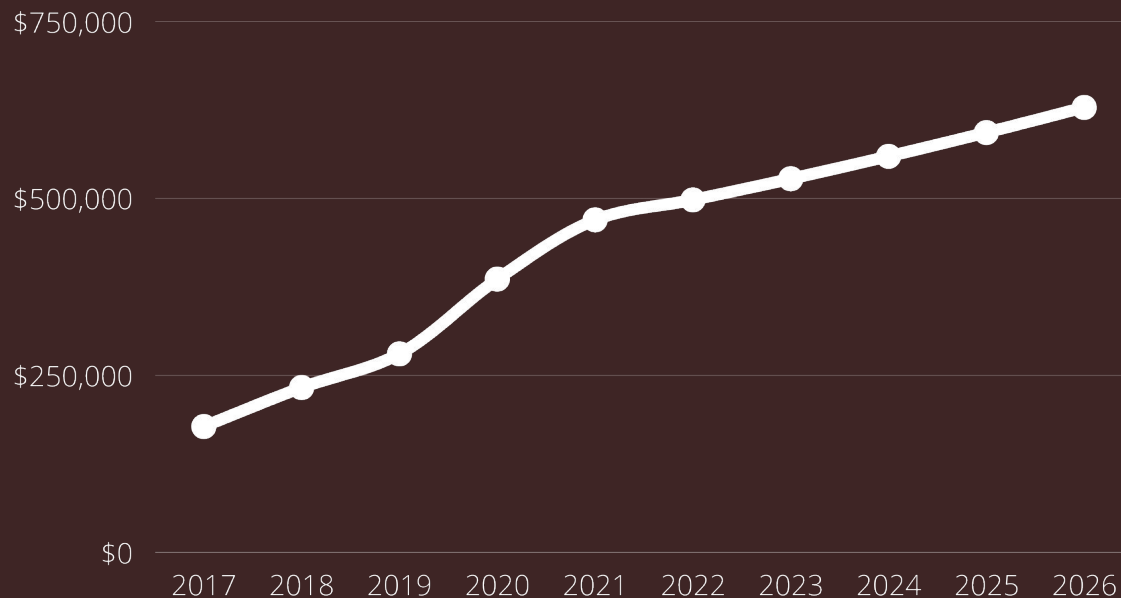
Forecasted Growth

135.19% stock price increase

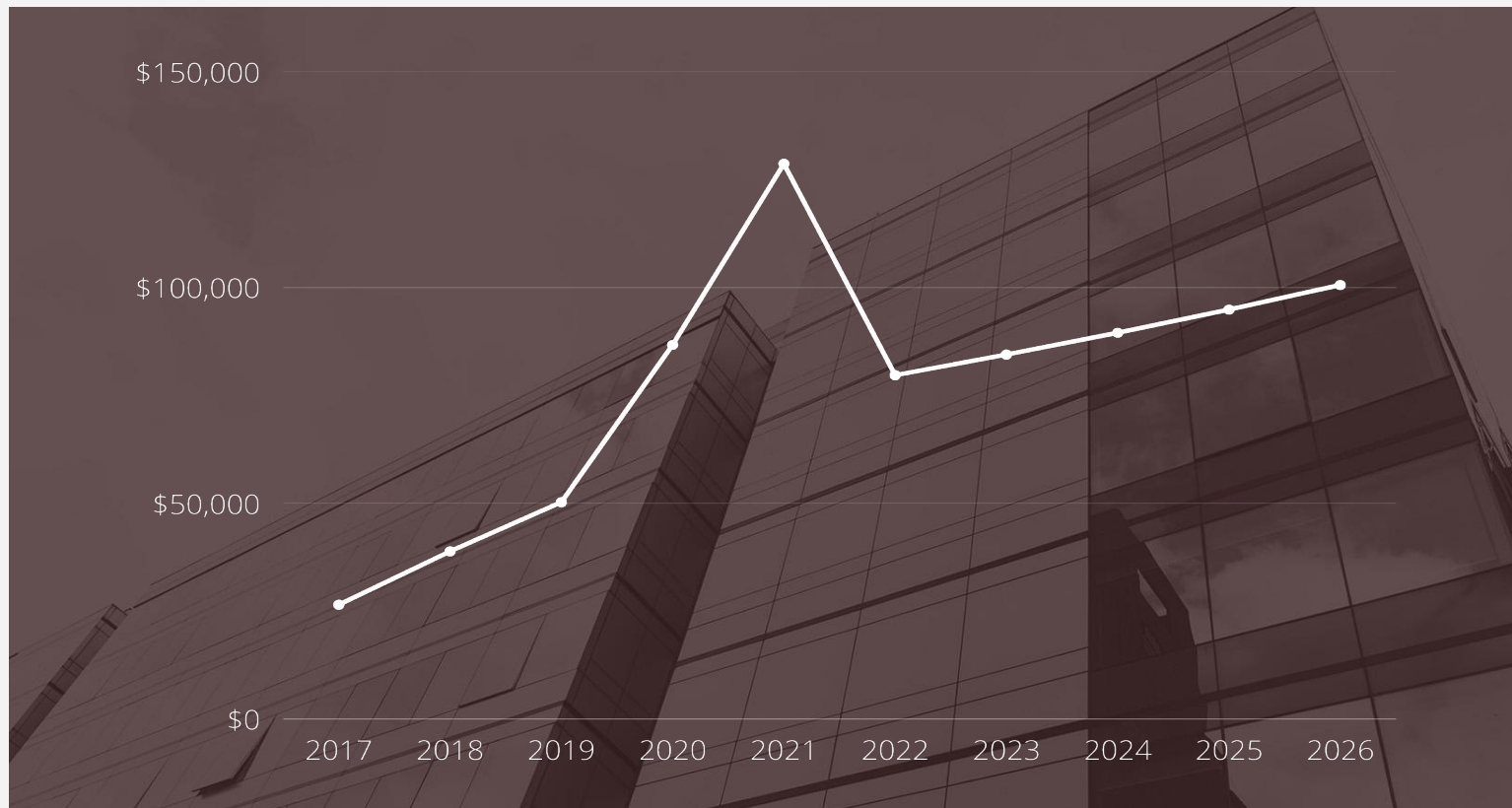
Target Price: **\$179.72**

Annual Revenue Growth Rate:
26.59%

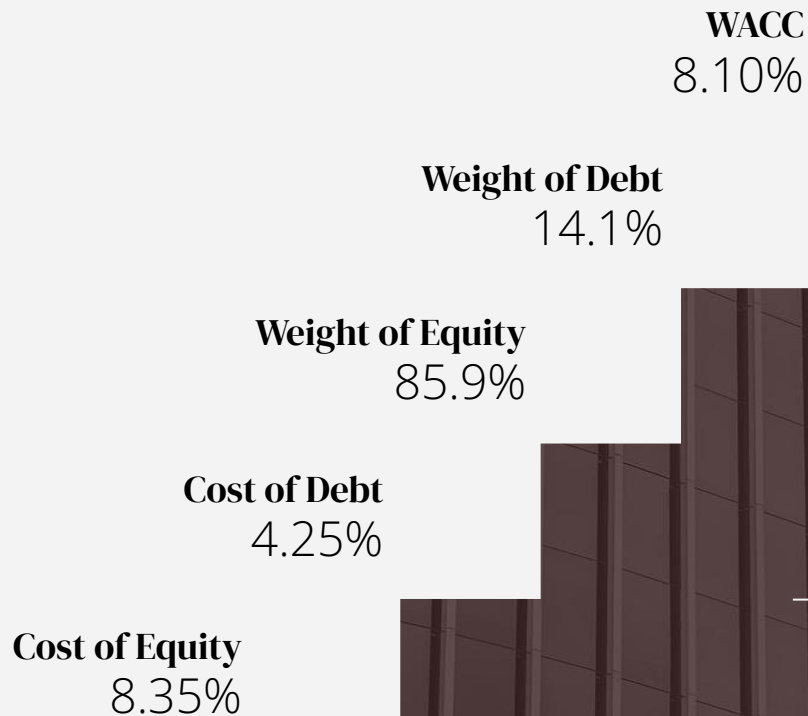
Free Cash Flow Growth Rate:
49.3%



Free Cash Flow (2017A-2021A & 2022E-2025E)



Weighted Average Cost of Capital



A low-angle, upward-looking photograph of several modern skyscrapers against a cloudy sky. The image is overlaid with a semi-transparent dark maroon filter. A white rectangular frame is centered on the page, enclosing the text 'Conclusion' and the large number '06'.

Conclusion

06

2021 Overview



Revenue

21.7% increase
from 2020

\$4.7k



Net Earnings

7.1% increase
from 2020

\$33,364



Earnings Per Share

946% increase
from 2020

\$65.55



Investment Summary

Ticker: **AMZN**

Sector: **Consumer Services**

Industry: **Online Retail**

New York Stock Exchange (**NYSE**)

Date: **6/10/2022**

Price as of Date: **\$116.15**

Target Price: **\$179.72**

Recommendation: **BUY**
(54.73% upside)



Thank You

Questions?

References

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