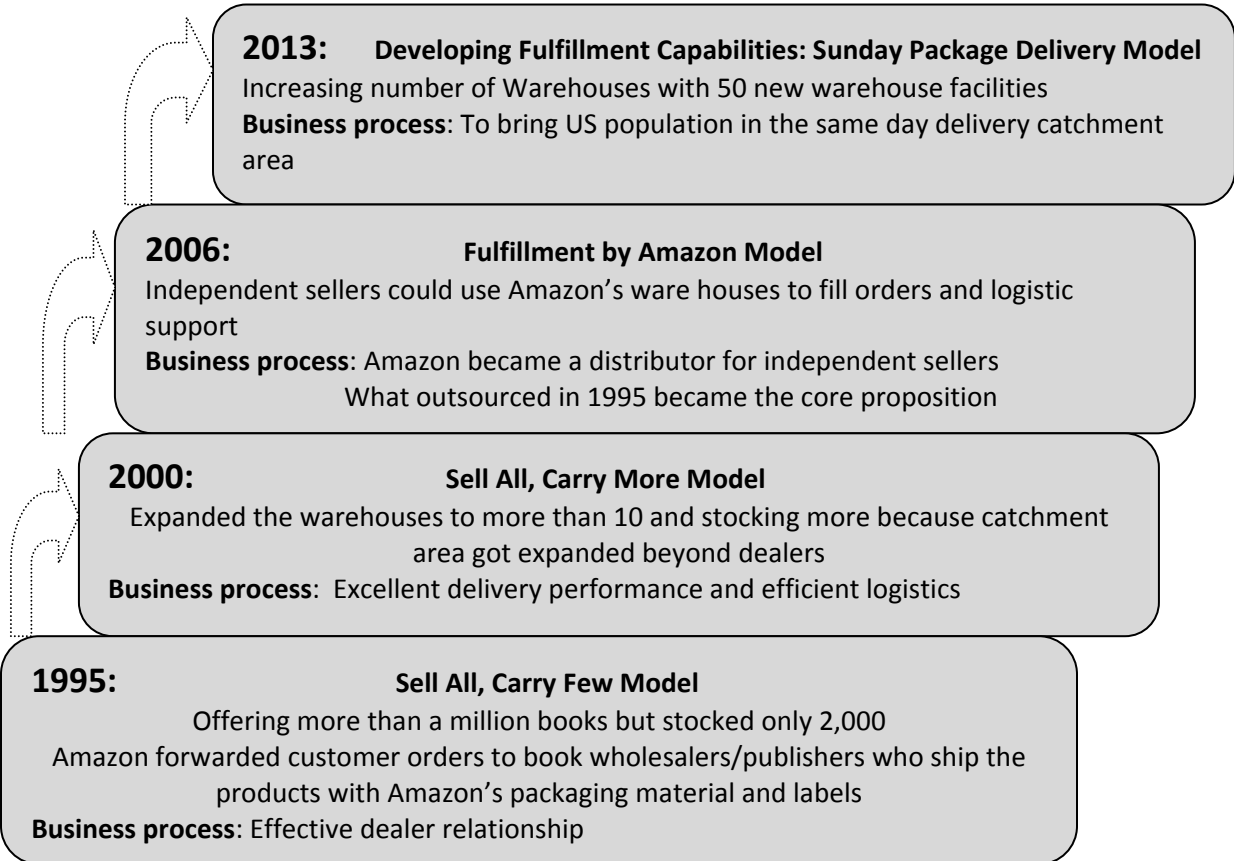


1. Amazon's Business Process Innovation

Business process innovation radically alters the older paradigms, principles and conventions to create and deliver better customer value.

Amazon is a consistent business process innovator because it questions what it does today. Today's strengths may become tomorrow's weakness. Amazon wanted to attack growth-induced stagnation and irrelevance of existing business processes with the axe of *innovation*. Many companies go by only the founder's wisdom but innovators like Amazon can't afford to sentimentalize the icons of the yesterday. Amazon questions and breaks the existing processes to allow fresh breath into new processes as follows.



The manner in which the flow of work occurs is called **process**. Each department has its own allocation of work, based on its functions. It is important that these departments work in coordination with each other so that the overall objectives of the organization are achieved. For this purpose, the work process in each department should be designed in a way to avoid conflict among the departments.

Topic	Course
Process: Delivering customer values and satisfaction: Unit 2.3	Marketing management