Industry Averages and Financial Ratios Paper

Amazon, commonly amazon.com is an electronic commerce company, whose headquarter is located in Seattle, Washington. It is the largest retailer based on the Internet, which started as a bookstore and later diversified to selling discs, software, foods, furniture, electronic gadgets, and video games. Amazon has been performing well and has continuously developed to match the market demand resulting from the increase in the number of Internet users all over the world. Despite the recent backlashes in performance, the company can be referred to as an excellent performing organization. It is the largest retailer of its kind, in the United States of America and the world too (Bauer et al. 2012).

**Financial Assessment**

The most recent data on the financial performance of Amazon indicates an increase in asset and productivity of the organization. Over the last ten years, the company has moved from a one-line retailer to a multinational organization operating in almost all countries. The organization has improved in terms of revenue gain, productivity, and building of a good public image. The company's Standard Industrial Classification is SIC-5961 Retail-Catalog & Mail-Order Houses, and its ticker symbol is AMZN.

Among the company's goals is being the most customer-centric organization, allowing consumers to discover and purchase anything they wish online. With its unique item list and competitive advantage, the organization is likely to face minimal challenges and thus thrive over its rivals (Pasiuk and Vault 2005).

Basing Amazon.com against its industry, the organization is performing above average, and it is enjoying competitive advantages over its competitors. The start-ups have a harder time seeking customers and cannot afford as much stock for retail as compared to Amazon. The organization is thus profitable, and a bit stable, compared to its rivals. Its profitability is high, despite the current reduction in overall sales. It also depicts improving efficiency through easing usage of their website. With the current technology, the use of Amazon is easier and more convenient to the consumer due to the ease of operation. The company is therefore highly productive and profitable, exceeding the industry's average performance (Bauer et al. 2012).

References

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Pasiuk, L., & Vault (Firm). (2005). Vault guide to the top retail employers. New York: Vault Inc.