

Amazon.com - history 1994-2010

2008 - 2010 (present)

Amazon.com continues its business on the web with ongoing improvement in product and customer services. "World's brightest technology minds come to amazon.com to develop and research its technology that should improve the life of shoppers, sellers and developers around the world" (amazon.com)

2007

Amazon.com introduces 'Kindle'. It is a wireless, portable reading device with instant access to more than 90,000 books, magazines, blogs and newspapers.

2005

Amazon.com celebrates 10th anniversary.
"our wide company obsession creating the best possible shopping experience will not change as we move into second decade" by Jeff Bezos (founder and CEO)

2003 -2004

'Search Inside the Book' and Jewellery Store launched on amazon.com web.

2001

Amazon.com reported a fiscal loss of \$ 1.4 billion and had laid over 1000 workers.
Jeff Bezos (founder and CEO) saved Amazon.com by recruiting other companies to sell their products on amazon.com's web.

1997 - 2000

Amazon.com added CDs, Movies, video games, toys etc. to the website. By 1997, Amazon.com success generated \$ 15.7 million in revenue.

Seattle, October 1995

World's largest bookseller opens on the Web. Amazon.com offers more than one million of titles. Netscape and Yahoo have included amazon.com on their 'Whats New' and 'Whats Cool' Lists.

Jeff Bezos founded Amazon.com in 1994

Originally the business was based out of garage in his Washington home. With the help of investors the company was launched on web in 1995.