



## Amazon EXAMPLE

The largest internet company in the world

### Summary Writing

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# Student

## Two types of lesson

### Lesson#1: [Easy] \*\*\*\*\* [B2/C1]

1. Try to predict the content of the text. Write down key terms & ideas.
2. Read the text & check words & meanings with a dictionary.
3. Identify the key points & support & complete the **outline**.
4. Write the summary – only one paragraph (200-250 words).
5. Check key points with the **completed outline & model answer** (try to achieve 4 key points and 4 support points).
6. Answer critical thinking questions & check answers.

### Lesson #2: [Hard] \*\*\*\*\* [C1]

1. Read text – no dictionary.
2. Identify key points and support.
3. Write the summary – only one paragraph (200-250 words).
4. Check key points with the **completed outline & model answer** (try to achieve 4 key points and 4 supporting points).
5. Answer critical thinking questions & check answers.

# Teacher

## Two types of lesson

### Lesson#1: [easy] \*\*\*\*\* [B2/C1]

1. Distribute text a week /day before the test. Students read, check vocabulary & meanings.
2. Test day – distribute a **new copy of text** and **summary question**.
3. Set 1 hour to read text, take notes and write a one-paragraph summary of 200-250 words.
4. Feedback<sup>1</sup>: take in and mark [use correction code\*].
5. Feedback<sup>2</sup>: distribute **completed outline & model answer**.
6. Summary Marking: Should contain at least 4 main ideas with support – see Summary Key Points pg.21.
7. Extra: Answer critical thinking questions / group discussion (30 minutes).

### Lesson #2: [hard] \*\*\*\*\* [C1]

1. Set 1 hour to read the **text** and write a one-paragraph summary of 200-250 words.
3. Feedback<sup>1</sup>: take in and mark [use correction code\*].
4. Feedback<sup>2</sup>: distribute **completed outline & model answer**.
5. Summary Marking: Should contain at least 4 main ideas with support – see Summary Key Points p.21.
6. Extra: Answer critical thinking questions / group discussion (30 minutes).

Correction code\*: [www.academic-englishuk/error-correction](http://www.academic-englishuk/error-correction)

## Amazon – The largest internet company in the world

By J. Bhattacharjee (2020)

Since the conception of Amazon in 1994, [redacted] worldwide and has become one of the most profitable companies around the globe. The company [redacted] computing, e-commerce, artificial intelligence and digital streaming. According to Abboud (2019), in [redacted] brand in the world, ahead of giants such as Apple, Google, Microsoft, Visa, Facebook, Alibaba, [redacted] has concentrated on invention, dedication towards operational excellence, customer focus and [redacted] success (Aboutamazon, 2020).

One key factor behind this success is Amazon's e-commerce innovations, used to target new consumers [redacted], two-day delivery, Prime, Alexa and Amazon Echo are some of the main examples of how [redacted] products and services and simplify the lives of its millions of consumers. Martinich (2014) states [redacted] excellence has pushed Amazon to disrupt industries by investing in companies from different [redacted] retain [redacted] long-term thinking. This in turn has proliferated the revenue of the company exponentially. Amazon [redacted] net revenue skyrocket from [redacted] USD in 2019 (Statista, 2019).

Operationally, Amazon's fulfilment centres are an important part of their success. These warehouses [redacted] storing a wide range of products. However, these centres are not normal warehouses; they [redacted] to track and deliver millions of items each day (Aboutamazon, 2020). According to Aboutamazon [redacted] centres [redacted] of these centres are located in Europe and North America. Apart from these centres, Amazon [redacted] centres [redacted]. The size of these centres are close to 600,000 square feet and aid the smooth flow of its supply chain.

In recent years, the [redacted] changed the way goods are produced (Marr, 2018). The amalgamation of the internet of systems, internet of things and cyber-physical systems has allowed warehousing [redacted] overall [redacted] effective at implementing the digitisation of manufacturing. Along with other e-commerce giants, [redacted] and [redacted] and size of the product (Deloitte, 2020). Centralised computer systems are used to monitor [redacted] and [redacted] digitisation of storing and handling stock has been a key factor in Amazon rebooting the operation of its warehouses and therefore finding [redacted] to Rivet, (2017), Amazon has always focused on simplifying and inventing procedures in order [redacted]. Steps [redacted] during the acquisition of Kiva Systems in 2012 to incorporate robotics into their warehouse operations [redacted] hub by 2021 [redacted] forefront of operational efficiency in the retail

sector. Through these innovations, Amazon has been [redacted] of billions of consumers.

However, there is a more sinister side to Amazon's unprecedented success. Along with the growth of Amazon's warehouses and productivity, [redacted] these [redacted] (2020) states that in excess of 600 employees have been injured in different UK based warehouses in [redacted] have been [redacted] warehouses and despite these concerns, the safety issue has not improved. Long working hours and high workload have been underlined [redacted] behind these injuries and [redacted] at these warehouses have been questioned as employees are facing dangerous and [redacted] As global e-commerce sales are likely to exceed the 3 billion USD mark by 2024, the companies [redacted] huge profits (Statista, 2019). With its innovation and current success rate, Amazon is more likely to [redacted], the above statistics highlight the serious need for Amazon to improve the working conditions [redacted] the safety management and working conditions of its employees so that it can contribute more [redacted] should be a key concern. Otherwise, Amazon may find that workers begin to look elsewhere for [redacted].

### Reference List

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Marr, B., 2018. What is Industry 4.0? Here's A Super Easy Explanation For Anyone. [Online] Available at: [redacted] Accessed 31 March 2020].

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Sainato, M., 2020. 'I'm not a robot': Amazon workers condemn unsafe, grueling conditions at warehouse. [Online] Available at: <https://www.theguardian.com/technology/2020/feb/05/amazon-workers-protest-unsafe-grueling-conditions-warehouse> [Accessed 31 March 2020].

[redacted]-2019. [Online] Available at: <https://www.statista.com/statistics/266282/annual-net-revenue-of-amazoncom/> [Accessed 1 April 2020].

## **Summary: Key Points**

Take notes on the key points of the text.

1. Main idea:
Support:
2. Main idea:
Support:
3. Main idea:
Support:
4. Main idea:
Support:
5. Main idea:
Support:

## **Summary: Key Points ANSWERS**

A good summary should have the 5 main ideas and 2 points of support for each main idea.

### **1. Main idea: Overview of Amazon's success.**

Support:

- One of the [redacted] the globe.
- Different sectors: cloud computing, e-commerce, artificial intelligence & digital streaming.
- [redacted] (Abboud, 2019).
- Invention, operational excellence, customer focus & long-term thinking = unprecedented success.

### **2. Main idea: Amazon's successful e-commerce innovations.**

Support:

- 1-click [redacted] and Amazon Echo.
- Offer unique products and services.
- Dedication [redacted] industries by investing in companies from diff. sectors = retain and acquire consumers (Martinich, 2014).
- [redacted] Statista, 2019).

### **3. Main idea: Amazon's operational innovations.**

Support:

- Fulfilment centres [redacted]. Storage & distribution.
- Modified [redacted] computer systems to track and deliver items.
- Sortation, [redacted] supply chain.

### **4. Main idea: Amazon's digitalisation of systems.**

Support:

- Effective = [redacted]
- Developed robots = move & organise stock (Deloitte, 2020).
- Centralised [redacted].
- Investing in robotics hub = remains at forefront of operational efficiency in retail sector.

### **5. Main idea: The darker side of Amazon.**

Support:

- Safety [redacted]
- Large number of accidents & injuries in the warehouses.
- Long [redacted]
- Poor working conditions = employees face [redacted], 2020).

## Summary

**Task:** Write a 200-250 word summary on the key features of the text.

Word Count: \_\_\_\_\_

## Amazon - Model Summary

Amazon is one of the most [REDACTED] in different sectors such as cloud computing, e-commerce, artificial intelligence and [REDACTED] most valuable brand (Abboud, 2019). It owes its success not only to operational excellence, customer [REDACTED], in particular e-commerce innovation. Its ability to offer unique products and services is attributed to [REDACTED] and Amazon [REDACTED] operational excellence has witnessed its disruption of other industries in order to retain and [REDACTED] (2014). Amazon's operational innovations have also played a role in its success. For storage and distribution, it uses large [REDACTED] and organise the [REDACTED] systems that monitor the robots. [REDACTED] deliver the products. To [REDACTED] also has sortation, [REDACTED] this efficiency, there is a [REDACTED] warehouses, there have been a number of safety concerns. Sainato (2020) warns of [REDACTED] that employees [REDACTED] to accidents and injuries. These have been attributed to the [REDACTED].

222 words

### **Critical Thinking Questions**

i) What's the stance of the author? What is the evidence for this?

[2 points]

ii) Is this a credible article? Yes /no – why?

[2 points]

iii) Highlight four ideas in the text you would use for an essay on 'Would Amazon be a good company to work for?'

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence.

[2 points]

### Critical Thinking Questions

i) What's the stance of the author? What is the evidence for this?

*The author believes that as a global company making billions of dollars per year, Amazon should invest more in the working conditions of its staff. This is mentioned in the conclusion.*

*"the above statistics highlight the serious need for Amazon to improve the working conditions for its staff. Focusing on improving the safety management and working conditions of its employees so that it can contribute more to the growth of this multinational giant should be a key concern".*

[2 points]

ii) Is this a credible article? Yes /no – why?

*Yes, good source choice with eleven credible sources used.*

*But who is the author? Not published or supported by a journal publication. It's probably a good idea to use the primary sources.*

[2 points]

iii) Highlight four ideas in the text you would use for an essay on 'Would Amazon be a good company to work for?'

*P1: The company has expanded its operations worldwide.*

*P1: One of the most profitable companies around the globe.*

**ALL ANSWERS ARE INCLUDED IN PAID VERSION...**

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence

*P2: Do Amazon's products and services really simplify the lives of its consumers? [Have studies been conducted on this?]*

*P2: Should Amazon be allowed to disrupt other industries? [Do people really want such powerful organisations to dominate our lives? Should there be laws in place to protect other industries?]*

**ALL ANSWERS ARE INCLUDED IN PAID VERSION...**

[Any 2 of these – obviously subjective so accept any credible student answer too].

[2 points]