CEO: Jeff Bezos is the founder, CEO and president of Amazon

Mission statement: Amazon mission statement is to “serve consumers through online and physical stores and focus on selection, price, and convenience” and “to be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.”

Key markets: Amazon’s largest market as of 2019 with annual net sales of 193.64 billion dollars is the United States followed by Germany 22.23 billion, United Kingdom 17.53 billion and Japan 16 billion

Current objective: Amazon’s current objective is to “strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.”

Despite the coronavirus pandemic and many other businesses having to downsize or close due to it, Amazon have managed to capitalize on the new circumstances with customers spending a reported £8,945 a second on its product and services. This is mainly due to lockdown orders having trapped people indoors which has resulted many turning to home deliveries via Amazon to get their goods without leaving their homes. In addition Amazon prime has seen an increase in users and people seek entertainment inside their homes. This has led to Amazon seeing a 28% increase in revenue (£65bn) in this current financial quarter making it one the only few retailers to emerge stronger from this pandemic than before. However this growth is not likely to be sustained after the pandemic as when lockdown measures are released people will be able to visit shops and no longer rely on online services to purchase their goods as much resulting in a fall in profits.
CEO: Reed Hastings is the co-founder, chairman and CEO of Netflix

**Mission statement:** Netflix’s mission statement is “We promise our customers stellar service, our suppliers a valuable partner, our investors the prospects of sustained profitable growth, and our employees the allure of huge impact” and Netflix’s vision statement is “Becoming the best global entertainment distribution service.”

**Key markets:** Netflix’s largest market in 2020 is the United States with subscriptions of 60 million more than Europe, Africa and Middle East combined at 58.73 million subscriptions.

**Current objectives:** Netflix’s current objective is to “grow our streaming subscription business domestically and globally. We are continuously improving the customer experience, with a focus on expanding our streaming content, enhancing our user interface and extending our streaming service to even more Internet-connected devices, while staying within the parameters of our consolidated net income and operating segment contribution profit targets.”

During the coronavirus pandemic Netflix traffic has hit all time highs because as expanding portions of the world go into lockdown more and more people are turning to Netflix and other streaming platforms for a source of entertainment whilst at home. This due to Netflix being practical to everyone due to there prices and wide range of content including its accessibility as more people are choosing online streaming services rather than TV. This has therefore led to Netflix gaining 15.77 million more subscribers worldwide during quarantine with 6.1 billion hours of streaming over that past month. This growth is also not likely to be a passing fad as already experts in a variety of fields are predicting that coronavirus will result in permanent societal changes, with more people likely to spend more time at home after lockdown.
CEO: Eric Yuan is the founder of Zoom and CEO

Mission statement: Zoom mission statement is to “develop a people-centric cloud service that transforms the real-time collaboration experience and improves the quality and effectiveness of communications forever.”

Key markets: Zoom’s market is web conferencing where they have a 41.73% share

During the coronavirus pandemic video conferencing companies have seen a significant growth in users as people are having to find new ways of interacting with people whilst staying in their homes. The lockdown has meant many people are having to work from home and are using zoom to do this, also many students are having to do the same for school and lectures. This has therefore resulted in zoom seeing a 535% rise in daily traffic in the past month as people try to get by doing daily tasks without face to face communication and having to use technology instead. Zoom have reported they have 300 million daily users due to the pandemic as people try to get work done and socials was much as they can whilst in lockdown. However this increase in users is not likely to continue after lockdown as students will be able to go to school and university meaning zoom will no longer be needed as much for education. Less people will also be using it for work purposes as they will be able to go to there work place and meet people face to face. Overall people will just be able to socialise and meet people again causing the need for online communications services to decrease.