



# Alibaba Group

## CASE STUDY

JOE AR BASIANA

PRESENTATION TITLE

## AGENDA

- INTRODUCTION
- THE PROBLEM
- VIEWPOINT
- OBJECTIVES
- SWOT ANALYSIS
- PLAN OF ACTION
- FALL BACK POSITION



PRESENTATION TITLE

## INTRODUCTION

Alibaba is one of the number one e-commerce company that target online consumers in China. Jack Ma was the founder of Alibaba Group.

Alibaba strives to achieve competitive advantage in the Internet economy through various differentiation

# Alibaba Group A Case Study Wdsinet

**Richard Bailey**



## **Alibaba Group A Case Study Wdsinet:**

*Platform Strategy for Building China E-Commerce Business Ecosystem - The Case Study of Alibaba Group* 2016

*The Alibaba Group* Yi Guo,2016 By July of 2011 Yun Jack Ma had achieved his goal of creating one of the world's leading e-commerce companies Ma founded the Alibaba Group and took advantage of growing internet usage in China to launch the leading B2B C2C and B2C sites in the country and capture a huge market Despite his success Ma had a troubled relationship with Yahoo the largest investor in the Alibaba Group Ma's decision in January of 2011 to transfer Alipay the Alibaba Group's online payment unit from the Alibaba Group to a company under his personal control was just making matters worse When Ma founded Alibaba.com in 1999 he faced competition from a number of other Chinese B2B web portals This case study discusses this topic *Alibaba Group's Taobao* Peter J. Williamson,Michelle Wang Jingji,2016 This case explores how Alibaba Group has nurtured the creation of a business ecosystem to underpin the success of its Taobao Marketplace and Tmall.com e-commerce businesses that have come to dominate online shopping in China [The Alibaba Group and its impact on the world's e-commerce](#) ,2017-04-21 Seminar paper from the year 2014 in the subject Business economics Trade and Distribution grade 1 4 Reutlingen University language English abstract Although everybody has heard about the cyber giant Alibaba the majority is not familiar with the company's business therefore this paper concentrates on giving some insights about the real impact of the Alibaba group Firstly the paper elucidates the company's structure and its latest actions especially the acquisitions in the ASEAN countries secondly the paper analyses the meaning of its IPO as well as the company's impact on the overall economy focusing especially on Alibaba's strengths and weaknesses finally the paper concludes whether the news are over or underestimating the power of Alibaba it answers if Alibaba actually have an influence on us and what additional value proposition Alibaba has aside from being a Chinese version of Amazon *Alibaba Group* Chenyuan Fu,2016 **Can Alibaba Achieve Large-Scale Sustainable Success in the American E-Commerce Market?** Hannah Müller,2019-07-10 Case Study from the year 2019 in the subject Business economics Operations Research grade 1 8 Reutlingen University language English abstract This paper is a case study about Alibaba entering the US e-commerce market Can Alibaba make large scale sustainable success in the American e-commerce market Or is the industry not attractive and the market saturated Alibaba provides technology infrastructure and marketing to help merchants brands and businesses to leverage the power of new technology to engage with their customers The Alibaba Group was founded in 1999 by Jack Ma and 17 other people Alibaba was originally founded as a B2B e-commerce portal to connect Chinese manufacturers with overseas buyers Nowadays Alibaba ranks in the Top Ten companies in terms of market value Most of the credit goes to Ma himself because he utilized the first mover advantage and successfully planned entrepreneurial growth and corporate initiatives Looking back Ma has traveled more than 800 hours to dozens of countries to meet business leaders and state representatives to convince them of Alibaba's aim to let small and medium businesses SMEs from all parts of the world trade

freely and securely on Alibaba's platforms. The company's vision is to achieve 1 trillion in gross merchandise by 2020 and to serve two billion customers by 2036. To achieve this, global operations are key, and experts propose globalization is better done now than later. Alibaba is currently experiencing high competitive pressure in China and will need to conquer new territories to continue on its current trajectory. Needless to say, entry into the US market will not only be difficult but also require premium strategic decisions with little to no room for errors.

*Alibaba Group* Julie M. Wulf, 2010 *Alibaba's World* Porter Erisman, 2015-05-12 A former VP at Alibaba Group and creator of a documentary about its origins offers an inside glimpse at the behemoth that's poised to transform the e-commerce world.

*Tmall, the Sky Cat* Chuck Munson, 2013

**Emergence of the Alibaba Business Ecosystem** Giana Töngi, 2020 The concept of the Business Ecosystem, which is based on the existence of an orchestrator and the cooperation of various partnerships across industries, has proven itself not only as a young theoretical discipline but also in practice. Companies such as the Chinese Alibaba Group, which was founded in 1999 by Jack Ma, have recognized that through cooperation a greater value proposition can be offered to the customer. For this reason, Alibaba has improved its original core business of e-commerce and expanded into other industries such as financial services, logistics, and health care. By understanding the customer's movements within different business fields, Alibaba can collect, process, and analyze significant amounts of data relating to their everyday behavior. This allows for the company to offer individualized products and services. This work investigates as a case study how Alibaba has developed since its foundation, how its highly complex Business Ecosystem has evolved, and how Alibaba might develop in the future. The main focus is on the analysis of the interactions between the Alibaba-owned companies and its external partners. As a result, the Alibaba case analysis shows that many separate co-existing Business Ecosystems are embedded within the whole Alibaba Business Ecosystem. A total of five such separate Business Ecosystems are presented in this master thesis, and their relative functions are explained. These are Alibaba's FinTech, logistics, e-commerce, new retail, and consumer-centric ecosystems. As a result of this analysis, it was shown that Alibaba has partnerships that are very important for the existence of the ecosystem, but also on the other hand, that some of their exits are negligible. Furthermore, even though the Alibaba Business Ecosystem is open to everyone, there still exist some exclusions and restrictions once someone is locked in to this Business Ecosystem.

*The Alibaba Way: Unleashing Grass-Roots Entrepreneurship to Build the World's Most Innovative Internet Company* Ying Lowrey, 2016-02-12 The amazing e-commerce success story that provides a powerful new growth model for small business start-ups and grassroots entrepreneurs. One of the world's fastest-growing Internet companies, Alibaba, and its founder Jack Ma have inspired a generation of young Chinese, not just as a road map to riches but as a lesson in entrepreneurial individualism. This illuminating guide takes readers inside this global giant of e-commerce and shows entrepreneurs how to build their own businesses from a grassroots vision to a world-class operation. Using Alibaba's incredible success as a case study, the book identifies the driving forces behind job growth, innovation, and sustainability in the Digital Age. It shows small

business owners how to unleash their entrepreneurial spirit realize their grassroots ambitions and use technology driven platforms to grow their companies across multiple markets The Alibaba Way offers a proven way to survive and thrive The first book length case study of the Alibaba phenomenon Alibaba is receiving incredible positive coverage in the media its IPO is likely to be the largest in the US and one of the largest in the world Dr Lowry is an expert in Chinese economics with experience in American markets Dr Ying Lowrey is an Economics Professor at the School of Social Sciences Tsinghua University and Deputy Director of Tsinghua Research Center for Chinese Entrepreneurs

**How Jack Ma Did It** Can Akdeniz, Alibaba is huge and its success has been astounding Its revenues are well into the billions and its online sales exceed those of more established companies like Amazon and eBay What is now a monster company dominating the Chinese e commerce market began as an 18 person operation founded in one enterprising man s apartment How did the company become such a global presence from such humble beginnings That is one of the questions this book seeks to answer

**The Alibaba Group and Its Impact on the World's E-Commerce** Anonym,2017-05-30 Seminar paper from the year 2014 in the subject Business economics Trade and Distribution grade 1 4 Reutlingen University language English abstract Although everybody has heard about the cyber giant Alibaba the majority is not familiar with the company s business therefore this paper concentrates on giving some insights about the real impact of the Alibaba group Firstly the paper elucidates the company s structure and its latest actions especially the acquisitions in the ASEAN countries secondly the paper analyses the meaning of its IPO as well as the company s impact on the overall economy focusing especially on Alibaba s strengths and weaknesses finally the paper concludes whether the news are over or underestimating the power of Alibaba it answers if Alibaba actually have an influence on us and what additional value proposition Alibaba has aside from being a Chinese version of Amazon

**Ant Group's Banking and FinTech Debacle** Kishore Bhattacharjee,Shikhar Prasad,Vivekanand Pandey,2023 Alibaba started by Jack Ma in June 1999 became an e commerce giant within a decade In October 2020 the company made news for planning the largest initial public offering IPO in history worth USD 34 billion for its financial tech company Ant Group The IPO failed What lessons can Alibaba and other business leaders learn The case study attempts to shed light on the probable reasons that led to the fallout of the Chinese retail giant It also underscores the critical role of Ma and his fintech company Ant Group in terms of adherence to the socio political norms of China where the company was operating The case urges the students to analyze critically the importance of managing different stakeholders to any company s success and the corporate obligations of Alibaba in the socio political system of China Jack Ma Alibaba IPO suspension Ant Group Controversy

**How Does Business Ecosystem Contribute to a Company's Success** Fan Xia,2014

**Exporting and the Business-to-business Market** Daniel W. Baack,Eric G. Harris,Donald Baack,2016 This case study examines the Chinese business to business website Alibaba com and how it came to hold a 69% market share in the Chinese business to business e commerce market The company was established after its founder Jeffrey Ma noticed a gap in the

market for Chinese business to export their goods and services to global importers  
**Market Entry and Expansion in the United States ,2015**

**Evaluation of Alibaba Group's**

## Whispering the Techniques of Language: An Psychological Quest through **Alibaba Group A Case Study Wdsinet**

In a digitally-driven world wherever screens reign great and immediate interaction drowns out the subtleties of language, the profound strategies and psychological nuances concealed within phrases frequently get unheard. Yet, nestled within the pages of **Alibaba Group A Case Study Wdsinet** a charming fictional value pulsing with organic emotions, lies an exceptional journey waiting to be undertaken. Published by an experienced wordsmith, that charming opus invites readers on an introspective journey, lightly unraveling the veiled truths and profound affect resonating within the cloth of each and every word. Within the psychological depths with this poignant review, we can embark upon a heartfelt exploration of the book is key themes, dissect its charming writing style, and fail to the effective resonance it evokes heavy within the recesses of readers hearts.

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