



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

**Kishore Bhattacharjee, Shikhar
Prasad, Vivekanand Pandey**



Alibaba Group A Case Study Wdsinet:

Platform Strategy for Building China E-Commerce Business Ecosystem - The Case Study of Alibaba Group □□,2016 **Alibaba Group** Chenyuan Fu,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 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 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 ecommerce world **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 **How Does Business**

Ecosystem Conttribute to a Company's Success Fan Xia,2014

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 *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 ecommerce 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 *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 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

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 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 *Business Ecosystems in China* Mark J. Greeven, Wei Wei, 2018 We cannot afford to miss the remarkable rise of Chinese business ecosystems Alibaba and their peers Baidu Tencent Xiaomi and LeEco showcase unprecedented growth and success in China and are expanding their impact globally With a combined market capitalization of close to 600 billion USD incubating over 1 000 new ventures and an average annual growth of over 50% they have become a force to reckon with for the likes of Google Microsoft Apple Amazon and IBM Business ecosystem is a frequently used concept to describe the unique competitive advantages of the American technology giants This book explores not only the application of a business ecosystem approach in the Chinese context but also deals with the key strategic question How did these five Chinese business ecosystems grow so rapidly and successfully The book takes the growth and transformation of Alibaba's business ecosystem as a focus case in comparison with Baidu Tencent Xiaomi and LeEco These business ecosystems developed in less than 20 years and transformed from organic growth to rapid expansion by investment and acquisition entrepreneurship and incubation of new ventures continuous innovation and internationalization This book brings insights and practical lessons on leading creating and disrupting markets for corporate executives and professionals in global business a comparative case study for researchers and students of management and food for thought on Chinese ways of doing business Alibaba Group Pamela Laughland, 2016 *Evaluation of Alibaba Group's Market Entry and Expansion in the United States*, 2015 Consulting Report for Alibaba Group Fangbing Li, 2013 The environment that e commerce grows in has not been regulated and standardised very much no matter the supporting technology business process or the relevant industries As a consequence Alibaba Group as a representative of the many e commerce companies is faced with severe problems and huge opportunities In this dissertation the problems and challenges that Alibaba Group faced with were identified and quantified

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