

The image shows a large, three-dimensional sculpture of the Alibaba Group logo, consisting of the letters 'A', 'L', 'I', 'B', 'A', 'B', 'A' in a stylized, blocky font. The sculpture is made of grey stone and is situated on a concrete platform next to a body of water. In the background, a person in a red jacket is walking, and a modern building with large glass windows is visible.

The Alibaba Group and Online to Offline (O2O) Sales

- Introduction
- Company Analysis
- Industry Analysis
- Alibaba Group in China E-commerce industry
- Recommendations

Thecasesolutions.com

The background of the slide features a large, three-dimensional sculpture of the word "Alibaba" in a grey, textured font. The sculpture is positioned on a concrete ledge overlooking a body of water. In the background, a person in a red jacket and black pants is walking on a paved area. The overall scene is an outdoor urban setting.

The Alibaba Group and Online to Offline (O2O) Sales

- Introduction
- Company Analysis
- Industry Analysis
- Alibaba Group in China E-commerce industry
- Recommendations

Thecasesolutions.com

Thecasesolutions.com



Thecasesolutions.com

- Structure - divisional structure
- Leadership
- Strategies

Expand categories and offerings

Extend their mobile leadership

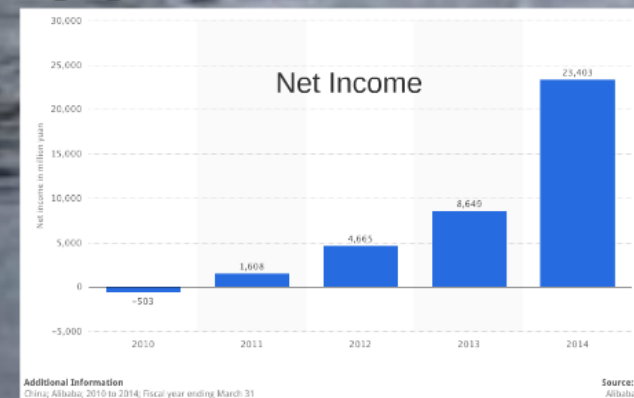
Enhance the success of sellers on a broad basis

Enhance data and cloud computing technologies

Increase active buyers and wallet share

Develop cross-border commerce opportunities

Financial Performance



Additional Information
China; Alibaba; 2010 to 2014; Fiscal year ending March 31

Source:
Alibaba

- China e-commerce GMV
- Industries' Framework Analysis

Rivalry among existing competitors

Threat of new entrants

Threat of substitute products or services

Bargaining power of customers

Bargaining power of suppliers

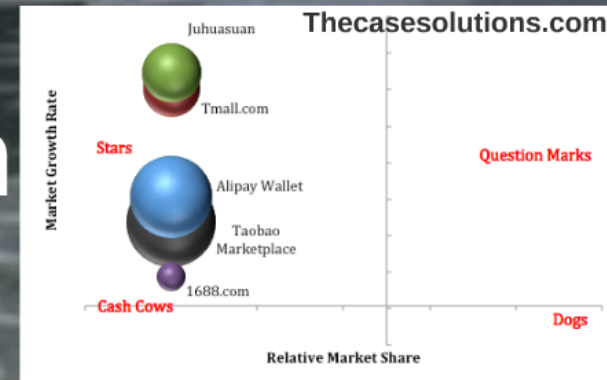
Thecasesolutions.com

• SWOT & TOWS Analysis

	<p>Strengths</p> <ul style="list-style-type: none"> - Good management team, - Has its own completed ecosystem, - Just provides platform without direct sell, - Trusted Brands with data hold in hand, - Hold large number of market share and money. 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Easy to be copied, - Hard to innovate (no more card in hand) - Simplification of businesses
<p>Opportunities</p> <ul style="list-style-type: none"> - Increasing of online shopping customer - Huge room growth of mobile shopping, - Development of O2O 	<p>SO Strategies</p> <ul style="list-style-type: none"> • Put more investment in development of mobile shopping and O2O 	<p>WO Strategies</p> <ul style="list-style-type: none"> • Promote continually to let new customers know our reputation • Innovate in the O2O through Research % Development • involve in more industries besid e-commer
<p>Threats</p> <ul style="list-style-type: none"> - Raising of competitors - Competitors are tend to be united - Loosing market share 	<p>ST Strategies</p> <ul style="list-style-type: none"> • Continue to completing ecosystem and collecting data 	<p>WT Strategies</p> <ul style="list-style-type: none"> • Involving in more strategy alliances
Thecasesolutions.com		

• BCG Growth Share Matrix

Thecasesolutions.com



Strengths

- Good management team,
- Has its own completed ecosystem,
- Just provides platform without direct sell,
- Trusted Brands with data hold in hand,
- Hold large number of market share and money.

Weaknesses

- Easy to be copied,
- Hard to innovate (no more card in hand)
- Simplification of businesses

Opportunities

- Increasing of online shopping customer
- Huge room growth of mobile shopping,
- Development of O2O

SO Strategies

- Put more investment in development of mobile shopping and O2O

WO Strategies

- Promote continually to let new customers know our reputation
- Innovate in the O2O through Research % Development
- involve in more industries besid e-commer

Threats

- Raising of competitors
- Competitors are tend to be united
- Loosing market share

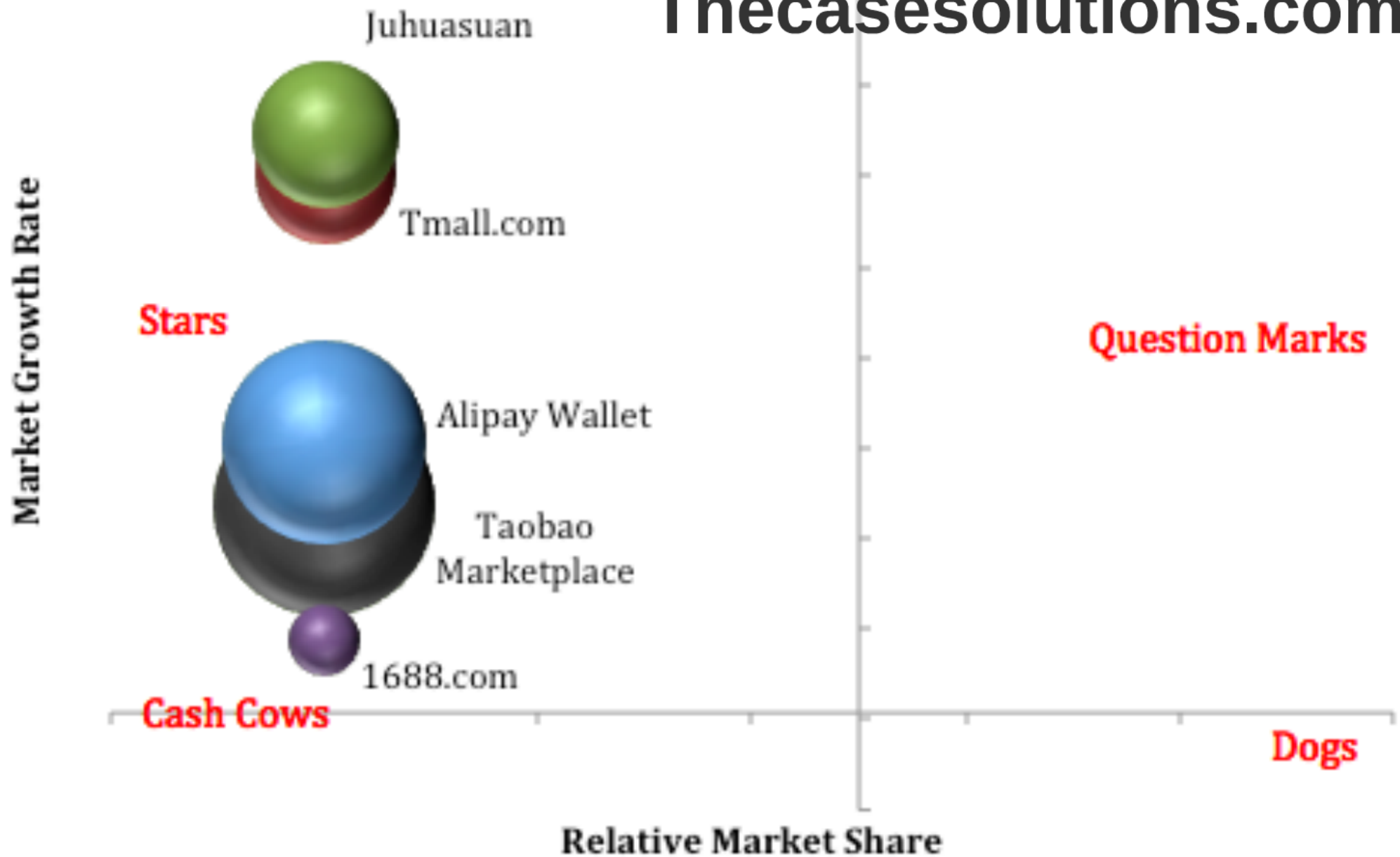
ST Strategies

- Continue to completing ecosystem and collecting data

WT Strategies

- Involving in more strategy alliances

Thecasesolutions.com



01-Oct-14 20-Nov-14 09-Jan-15 28-Feb-15 19-Apr-15 08-Jun-15

a

b

c

d

e

f

g

Thecasesolutions.com

- a) Continue to promote through social medias and websites
- b) Improve its O2O through research and development
- c) Improve its mobile shopping platform
- d) Do some marketing research for the loss customers to find the consumer needs
- e) Innovate existed businesses to differ itself from competitors
- f) Engage with raising companies to made alliances
- g) Expend to other areas beside e-commerce