

Alibaba IPO Dilemma Harvard Case Solution & Analysis

TheCaseSolutions.com



Alibaba Group

Business Model

P/L account

Notes

GROWTH
PAUSE
RETACHEMENT

Organizational Culture

- Customer First
- Team Work
- Embrace Change
- Commitment
- Passion

GUESS WHICH ONE ALIBABA HAS CHOSEN

Business to Business
e-commerce

WHAT TRANSLATE TO THIS COMPANY?

So how does it achieve growth

Is that easy to achieve growth,
or
is it something else...

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BY

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BY



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Alibaba Group



**GROWTH
PAUSE
RETREACHMENT**

GUESS WHICH ONE ALIBABA HAS CHOSEN



THAT TRANSLATE TO THIS COMPANIES

Alicoy	Allyun	Allexpress	Tmall	Tutor Group	Waibo
	Aliyun App Store		Intime		
Taobao	yu e Bao	Laiwang	Alibaba.com	Kuaishou	
	Kandoy		Taobao Travel		
Youtu Tudor	efeo		Aliyun App OS		
AutoNavi	Lyt		1688.com		Xiami

GROWTH
PAUSE
REACHMENT

ational Culture
First Team Work

Business to Business e-commerce