



IPO recommendation to the Alibaba group Harvard Case Solution & Analysis

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YouTube



- Structure - divisional structure
- Leadership
- Strategies

Expand categories and offerings

Extend their mobile leadership

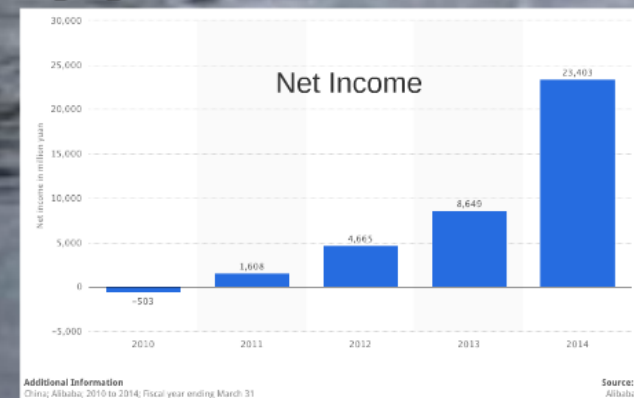
Enhance the success of sellers on a broad basis

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

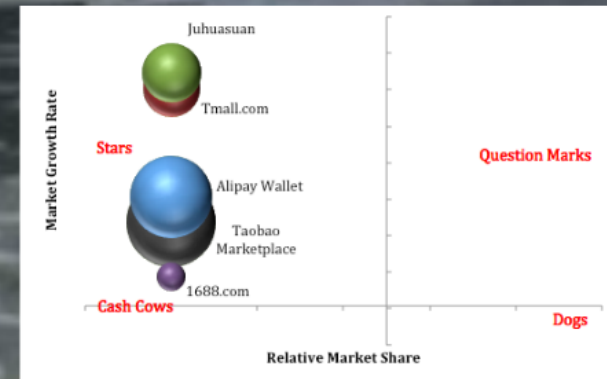
Bargaining power of customers

Bargaining power of suppliers

BCG 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 besides 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

• BCG Growth Share Matrix



Strengths

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- 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

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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