



# 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

**Ian Pickup**



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