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ALIBABA SWOT & PESTLE ANALYSIS

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Company Name : Alibaba

Company Sector : E- Commerce, Consumer Goods

Operating Geography : China, Asia, Global

About the Company :

Alibaba is an e-commerce giant that markets, sells and operates different businesses globally. It was founded in 1999 and is headquartered in Hangzhou, China. It supports merchants, brands and other businesses with its technology and helps them leverage their operations through internet as it engages more users. It offers online shopping platform through Tmall.com and Taobao (for non-branded products sold by smaller-unknown merchants), cloud computing and data management services through Alibaba Cloud Computing, digital media and entertainment, online wholesale market on Alibaba.com, online and mobile payment solutions through Alipay and partnership with Ant Financial Services. Alibaba launched its first website with an aim to help petite Chinese exporters, manufacturers, and entrepreneurs to sell globally. Today Alibaba Group has grown into a global leader in e-commerce, the company and its subsidiaries operate in wholesale and retail online marketplaces, cloud computing, digital media and entertainment and various other sectors. Its market Cap as of July 2018 is close to \$495 Billion. It ranks 63 in Forbes' growth champions. It is listed on New York Stock Exchange (BABA). As of early 2020, the Chinese E-commerce giant had over 116,000 number of full time employees. Strong earnings, a promising growth story and possibility of a stock listing in China in the near future has driven Alibaba stock to all time highs.

Alibaba's mission statement is "to make it easy to do business anywhere". Alibaba's Vision statement reads "We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba, and that we will be a company that lasts at least 102 years." Alibaba's USP or Unique selling proposition is that it is the world's largest retailer, one of the largest Internet and AI organizations, one of the biggest venture capital firms, and one of the largest investment corporations in the world.

Revenue :

RMB 376,844 million – FY ended March 2019 (year on year growth of 50.4%)

RMB 250,266 million – FY ended March 2018

SWOT Analysis :

The SWOT Analysis for Alibaba is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Well Segmented Product Portfolio 2.Large and growing customer base of TMall 3.Growing Demand for Marketing Services 4.Taobao, China's largest C2C sales channel 5.Strategic Partnerships to create value propositions globally 6.Strong Growth in Wholesale & Retail business 7.Singles day - world's largest shopping festival 	<ol style="list-style-type: none"> 1.Decreasing EBIDTA margins affecting core competency 2.Over dependence on Chinese economy
Opportunities	Threats
<ol style="list-style-type: none"> 1.Opportunity to capture greater market share with Lazada and AliExpress 2.Potential of becoming market leader in cloud computing 	<ol style="list-style-type: none"> 1.Stiff Competition in E-Commerce 2.AliPay may lose global market share to pre-existing local players 3.Increasing number of fakes may affect core competency

PESTLE Analysis :

The PESTLE Analysis for Alibaba is given below:

Political	Economical
1.Chinese Government's push for AI and digitalisation 2.Hong Kong listing to ease US political pressure	1.Impact of Macroeconomic factors on business
Social	Technological
1.Growing population in target markets 2.Effective CSR activities 3.Aging Chinese population	1.AI and the big data-driven user experience 2.Technical Advancements in core operations
Legal	Environmental
1.Lawsuit against counterfeits	1.Water Conservation

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