Analysis of Alibaba Website by SWOT

Wen-rong JIANG

School of Computer and Information, Shanghai Polytechnic University, Shanghai, China

Keywords: Alibaba, SWOT, Analysis of Case, Improvement.

Abstract. This article mainly discusses the Alibaba case study, first introduced the analysis of its purpose and direction, Then use SWOT analysis to its current situation, strengths and weaknesses, resulting in some improvements on Alibaba and summary.

Introduction

Alibaba is now one of the world's largest online trading market and business community, is China's biggest Internet company and the world's second-largest Internet company. Are successful examples of e-commerce, we had to analyze the causes of their success of Alibaba and the existing shortcomings and predicts the future development direction of Chinese e-commerce market.

Figure 1. Alibaba Website.
SWOT Analysis of Current State of the Case

Advantage
The site has three bodies (in English, Japanese), include customer base is relatively wide, and is conducive to the exchange of information, increase the amount of information, more conducive to build momentum, expand the influence. Alibaba information more and more fine differentiation and comprehensive, so that more targeted and effective. The world's largest Chinese Forum—Yishanghuiyou, creating a great convenience for the global business exchanges, closer to the distance between everywhere merchants, but also improves the popularity of the site. The huge number of Member States, to enhance visibility, brand setting up the Alibaba information coverage is more and more big, attracting merchants coming. Open the "integrity", to provide for the safety of online transactions to ensure.

Shortcoming
Alibaba site model is the intermediary, and this model is imitated, which for the other competitors to enter the industry to provide the sample, will increase their competitors. Alibaba increased membership fee system, in the process of transformation, will lead to the loss of existing members, will create the conditions for the competitors, will also bring difficulties to the development of the site. 3 Alibaba business platform is huge and messy, it is the original 27 industry classification, 800—900 industries to become the largest it optimizes business platform block.

Chance
Chinese several large banks and credit company to participate fully in the field of electronic commerce, which creates conditions for the further development of electronic commerce. Chinese now speed up the formulation of laws of electronic commerce, and actively create safety, standardize business environment. Small and medium-sized enterprises existing. Chinese does not have the ability to open their own B2B business website, so as Alibaba this online intermediary is welcomed. The continuous development and improvement of 4 of the Internet, the popularization of computers, there will be more enterprises to join the online business.

Threat
Alibaba profit mainly in China, but the current status of commercial environment Chinese B2B restricted the further development of Alibaba, such as laws, online payment security vulnerabilities, infrastructure is still not perfect, to the development of Alibaba drag. B2b mode e-commerce website in recent years not only in the developed world quickly, and gradually formed a trend—e-commerce alliance—that mergers and cooperation trend, this will lead to more and more intense competition

Improve Case and Forecast Effects
In the global economic environment, Alibaba has taken a series of help medium and small businesses the plan. Such as "clouds" plan "the plan" "spring thunder plan" and is now the implementation of the "network UNPROFOR loan" plan etc. The effect of these strategies have been gradually clear, however, the economic crisis still is in continuance, opportunities and threats have been there, maybe we can analyze the next step for it to find out some meaningful strategy.

Two from the domestic and international market actively expand the B2B suit one's measures to local conditions to speed up the process of internationalization to strengthen marketing efforts, to guide the concept of market information database construction people, provide valuable business information, improve the online business related services to cooperate with the government to develop the e-commerce market construction industry norms.
With China's historical features search service, launched a specialized search services, improve the search hit multiple range to carry out public relations activities, strict data screening diameter to improve data quality. Increasing product innovation, diversification of marketing, increase investment, continued to help small and medium-sized winter plan, selectively to form strategic alliances, carry out online business training courses, the establishment of the integrity of the integral system and the real name authentication system, promote the electronic commerce legislation. Foster strengths and circumvent weaknesses, establish integration advantages, enhance the quality and timeliness of data filtering, closely reflects changes in the international demand.

Summary
Alibaba is able to achieve great success, have considerable brand recognition, it must have done well and is worth using for reference, summarized the successful experience Alibaba will provide valuable reference and learning for Chinese development of B2B industry in the new economic conditions. Of course, with the development of electronic commerce and Chinese more mature, Alibaba also appeared many problems and loopholes, we must analysis its shortcomings at the same time, place. Through the analysis, can be summed up Alibaba successful one for the pursuit of high credibility, in good faith to build brand awareness. In the B2B field, ultimately determine the outcome is not the capital or technology, but "good faith". Now. With the wide application and development of electronic commerce, the competition between companies is more and more big, people will start moving towards the seller reputation highest patronage in the choice of when, in order to promote the construction of electronic commerce credit system, Alibaba made rapid adjustment in the supplier access threshold. Introduction of network planning and the corresponding norms, supplier membership service purchase, accounts, online transactions and information release behavior, and large-scale promotion in the service contract, supplier members home etc. In addition, Alibaba also started to develop new supplier certification system, trying to solve the problem of supplier information authenticity. In addition to technical inputs continue to increase, also conducted an internal reorganization, remodeling the sales team values. Alibaba has from the beginning to now still have a dominance cannot do without its high reputation, top management really good faith consciousness has also led to the development of the enterprise to the good aspects of development. In February 21, 2011, Alibaba B2B announced in 2010, the company has about 0.8%, or 1107 "China supplier" suspicion of fraud by the termination of service, CEO Wei Zhe, COO Li Xuhui to resign. According to media reports, Ma Yun in the internal e-mail said this incident wrath, condemned the staff in the pursuit of high performance, high income, knowing that the supplier is cheater still sign with them, which belongs to the violations of business integrity and values of the intolerable acts. The electronic commerce enterprise, integrity is the foundation of this. This incident undoubtedly Alibaba image and enterprise caused great influence. It also gave us a lot of inspiration, enterprise expansion accelerated, how to ensure the quality of the service chain become the priority among priorities.

Second aspects can be attributed to the excellent enterprise culture. Alibaba in customer service notice the following: the first is to set up "the customer is always right" concept, Alibaba believes that "the first is the user profit, second is the partner profit, then our own". Alibaba group CFO Cai Chongxin said: "we believe that, as long as the creation of value to the customer, value will be reflected to the company's income and enhance the value of, this is what we are trying to do." But in the area of customer service deficiencies still exist, the information provided Alibaba slightly passive, the enterprise must to find information, because the information may be updated frequently, is not conducive to the customer acquisition; if can be enough to allow customers to better and more timely and relevant information will be more perfect. Alibaba many services for a fee, but the use of charging service customer or a few, how to deal with the charging problems and let customers trust still to be resolved.
Acknowledgements

This work is supported by the Key Disciplines of Computer Science and Technology of Shanghai Polytechnic University under Grant No. XXKZD1604.

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