

# Alibaba Group Holding Ltd in Retailing (China)

<https://marketpublishers.com/r/AA43E488FF2EN.html>

Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: AA43E488FF2EN

## Abstracts

Alibaba Group Holding aims to fulfil the mission to “make it easy to do business anywhere”. Therefore, the company will continue to focus on both the demand and supply sides, with improved services to consumers in China and overseas, as well as enhanced support to businesses to operate profitably. In order to achieve this goal, the company has embarked on three key initiatives: globalisation, rural expansion and big data/cloud computing. Meanwhile, Alibaba is also strengthening its emphasis on t...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Alibaba Group Holding Ltd: Share of Sales Generated by Internet Retailing  
2014-2016

Competitive Positioning

Summary 2 Alibaba Group Holding Ltd: Competitive Position 2016

## I would like to order

Product name: Alibaba Group Holding Ltd in Retailing (China)

Product link: <https://marketpublishers.com/r/AA43E488FF2EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AA43E488FF2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970