

Alibaba Group Holding Ltd in Retailing (China)

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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...

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