

# Taobao.com in Retailing (China)

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## Abstracts

As the largest internet retailer in China, with the lion's share of the market, Taobao.com will continue its B2C (business to consumer) platform strategy for Tmall and further strengthen its leadership in the market by enhancing consumers' shopping experience, giving full support to sellers in the Tmall platform, and helping the growth of local brands emerging from Tmall.

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