

PROFILE

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School of Entrepreneurship

ICON

Alibaba Group, founded in 1999 by Jack Ma, is a global leader in e-commerce, retail, internet, and technology. It operates a suite of key platforms that include Alibaba.com for global wholesale trade, Taobao for consumer-to-consumer (C2C) transactions, Tmall for business-to-consumer (B2C) sales, and AliExpress for international retail. Alibaba's diverse business model encompasses core commerce, cloud computing, digital media, and innovation initiatives, generating revenue primarily through transaction commissions, advertising fees, and cloud services. With a dominant presence in the Chinese market, Alibaba is also expanding internationally, particularly through its subsidiary Lazada in Southeast Asia. The company is at the forefront of the "New Retail" initiative, which blends online and offline commerce, exemplified by its Freshippo (Hema) supermarkets. Innovation is a cornerstone of Alibaba's strategy, with significant investments in artificial intelligence (AI), cloud computing, and big data to enhance its services and drive growth. Despite facing regulatory scrutiny and intense competition from both global and local players, Alibaba continues to leverage its comprehensive ecosystem for sustained expansion. Additionally, Alibaba is committed to corporate social responsibility, focusing on sustainable development, philanthropy, and digital inclusion initiatives. These efforts aim to create a positive social impact through its business operations, ensuring that Alibaba remains a pivotal player in the global e-commerce landscape while contributing to broader societal goals.



Alibaba E-Commerce