



ICONIC

# Alibaba.com

## EASING BUSINESS GLOBALLY

Vital for any organization that intends to use the web to sell products or services, or simply to engage better with customers, E-commerce technology has become an integral part of our lives today. Employing this technology effectively, Alibaba.com works as a platform to develop services to help businesses do more and discover new opportunities – whether it's sourcing from mobile phone or contacting suppliers in their local language, one can turn to the website for all global business

needs.

Launched in 1999 – by the Founder and Chairman of E-commerce giant Alibaba Group, Mr. Ma Yun, or as he is professionally called, Jack Ma – Alibaba.com is the leading platform for global wholesale trade, serving millions of buyers and suppliers around the world. The website was constituted to make it easy to do business anywhere by empowering suppliers with the tools necessary to reach a global audience for their products, and by helping buyers find products and suppliers quickly and efficiently.

## ONE-STOP SHOP

In today's fast-paced world, when almost everybody is gasping for time, a single roof for all needs is a real boon. Bringing hundreds of millions of products in over 40 different major categories, including consumer electronics, machinery and apparel, Alibaba.com is the answer to all your needs. Exchanging hundreds of thousands of messages with suppliers on the platform each day, the buyers for



these products are located in more than 190 countries and regions.

With a mission to make it easy to do business anywhere, the website enables businesses to transform the way they market, sell and operate and efficiently provide the fundamental technology infrastructure and marketing reach to help merchants, brands and other businesses to leverage the power of the Internet to engage with their users and customers.

## A CHIP OFF THE OLD BLOCK

Alibaba.com is thriving fruitfully under the guardianship of its parent firm – Alibaba Group (established in 1999) – the world's largest retail commerce







company whose businesses consist of core commerce, cloud computing, digital media and entertainment, innovation initiatives and others. The group was founded on the principle that the Internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in the domestic and global economies. Through investee affiliates, Cainiao Network and Koubei, the group participates in the logistics & local services sectors, and in addition, has

a profit-sharing interest in Ant Financial Services, the financial services group that operates mainly through Alipay, the leading third-party online payment platform in China.

With an aim to build the future infrastructure of commerce, the group envisions that its customers will meet, work and live at Alibaba for least 102 years. It seems to be a likely possibility considering the fact that it is effectively enabling hundreds of millions of commercial and social interactions among its users, between consumers and merchants, and among businesses every day and its culture, business models and systems are built to last, so that it can achieve sustainability in the long run. Empowering its customers with the fundamental infrastructure for commerce and data technology, so that they can build businesses and create value that can be shared among its ecosystem participants, the group strives to expand its products and services to become central to their everyday lives.

## QUANTUM LEAPS

- Alibaba.com offers hundreds of millions of products in over 40 different major categories
- Its buyers are located in more than 190 countries