

# Alibaba.com Limited - SWOT Analysis



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## Alibaba.com Limited - SWOT Analysis

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Alibaba.com Limited - SWOT Analysis company profile is the essential source for top-level company data and information. Alibaba.com Limited - SWOT Analysis examines the company's key business structure and operations, history and products, and provides summary analysis of its key revenue lines and strategy.

Alibaba.com (or "the company"), a member of Alibaba Group, is engaged in providing e-commerce solutions for small and medium businesses. The company offers three marketplaces for online business: a global trade platform ([www.alibaba.com](http://www.alibaba.com)) for importers and exporters; a Chinese platform ([www.1688.com](http://www.1688.com)) for domestic trade in China; and, through an associated company, a Japanese platform ([www.alibaba.co.jp](http://www.alibaba.co.jp)) facilitating trade to and from Japan. In addition, Alibaba.com offers a wholesale platform on the global site ([www.aliexpress.com](http://www.aliexpress.com)) for smaller buyers seeking fast shipment of small quantities of goods. The company primarily operates in China, Japan, Korea, Europe and the US. It is headquartered in Hangzhou, China and employs 11,716 people. The company recorded revenues of CNY3,874.7 million (\$568.1 million) during the financial year ended December 2009 (FY2009), an increase of 29% over 2008. The operating profit of the company was CNY1,073 million (\$157.3 million) in FY2009, a decrease of 6% over 2008. Its net profit was CNY1,013 million (\$148.5 million) in FY2009, a decrease of 12.3% over 2008.

### Scope of the Report

- Provides all the crucial information on Alibaba.com Limited required for business and competitor intelligence needs
- Contains a study of the major internal and external factors affecting Alibaba.com Limited in the form of a SWOT analysis as well as a breakdown and examination of leading product revenue streams of Alibaba.com Limited
- Data is supplemented with details on Alibaba.com Limited history, key executives, business description, locations and subsidiaries as well as a list of products and services and the latest available statement from Alibaba.com Limited

### Reasons to Purchase

- Support sales activities by understanding your customers' businesses better
- Understand prospective partners and suppliers
- Keep fully up to date on your competitors' business structure, strategy and prospects
- Obtain the most up to date company information available

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