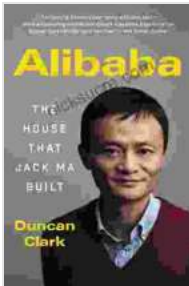


Alibaba: The House That Jack Ma Built



Alibaba: The House That Jack Ma Built by Duncan Clark

★★★★☆ 4.3 out of 5

Language : English
File size : 17013 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 304 pages
Screen Reader : Supported
X-Ray : Enabled



Alibaba is the world's largest online retailer and a major player in the global e-commerce market. Founded in 1999 by Jack Ma, the company has grown rapidly to become a global powerhouse, with operations in over 200 countries and regions.

Alibaba's Business Model

Alibaba's success is due in part to its innovative business model, which allows small and medium-sized businesses (SMBs) to sell their products online to consumers around the world. Alibaba does not sell products directly to consumers; instead, it provides a platform for SMBs to sell their products and services. Alibaba charges a commission on each transaction, and it also provides a range of other services, such as payment processing, logistics, and marketing.

Alibaba's business model has been very successful, and the company has grown rapidly in recent years. In 2021, Alibaba's revenue was \$109.4 billion, and the company had over 1 billion active users.

Other Businesses

In addition to its e-commerce business, Alibaba also operates a number of other businesses, including:

- **Payment services:** Alibaba operates Alipay, one of the world's largest payment platforms. Alipay has over 1 billion active users, and it is used to process transactions on Alibaba's e-commerce platform as well as on other websites and mobile apps.
- **Cloud computing:** Alibaba operates Alibaba Cloud, one of the world's largest cloud computing platforms. Alibaba Cloud provides a range of cloud computing services, including compute, storage, and networking.
- **Logistics:** Alibaba operates Cainiao Network, one of the world's largest logistics networks. Cainiao Network provides a range of logistics services, including shipping, warehousing, and last-mile delivery.

Global Expansion

In recent years, Alibaba has been expanding its global reach. The company has acquired stakes in a number of international companies, and it has launched new initiatives to attract customers outside of China.

In 2017, Alibaba acquired a controlling stake in Lazada, one of Southeast Asia's largest e-commerce companies. In 2019, Alibaba acquired a stake in Trendyol, one of Turkey's largest e-commerce companies. And in 2020,

Alibaba launched AliExpress, a new e-commerce platform for global consumers.

Alibaba's global expansion is driven by the company's belief that the future of e-commerce is global. The company believes that there is a huge opportunity to grow its business by serving consumers in emerging markets around the world.

Jack Ma

Jack Ma is the founder and former chairman of Alibaba. Ma is one of the most influential people in business today, and he is often credited with revolutionizing the way that people shop online.

Ma was born in Hangzhou, China, in 1964. He studied English at Hangzhou Teacher's Institute, and after graduating, he worked as an English teacher. In 1995, Ma founded China Pages, a website that helped Chinese businesses to connect with overseas customers.

In 1999, Ma founded Alibaba, which was originally a business-to-business (B2B) marketplace. Alibaba quickly grew to become one of the world's largest B2B marketplaces, and in 2003, the company launched Taobao, a consumer-to-consumer (C2C) marketplace.

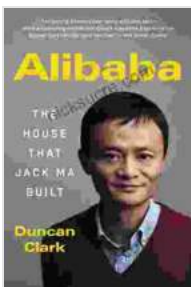
Ma stepped down as chairman of Alibaba in 2019, but he remains the company's largest shareholder. He is still actively involved in the company's business, and he is often consulted on key decisions.

The Future of Alibaba

Alibaba is one of the most successful companies in the world, and its future looks bright. The company is well-positioned to continue to grow its business in China and around the world.

Alibaba is facing some challenges, such as competition from other e-commerce companies and the slowing growth of the Chinese economy. However, the company has a strong track record of innovation, and it is well-positioned to overcome these challenges.

Alibaba is a global powerhouse, and its success is a testament to the vision of its founder, Jack Ma. The company is well-positioned to continue to grow in the years to come, and it is likely to remain one of the most important companies in the world for many years to come.



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