

# Alibaba Dream Trip E-business Case Study



## Exclusive Alibaba Visit & Course

We want to offer,

- Know better about Alibaba and Alibaba Business
- Get different ideas for future business
- Gain more business resources
- Explore e-commerce opportunities



## Why Alibaba start the program?



**Who** is Alibaba?



**How** a Chinese company become one of the biggest e-business platform?



**How** Alibaba or E-commerce help to grow e-business?

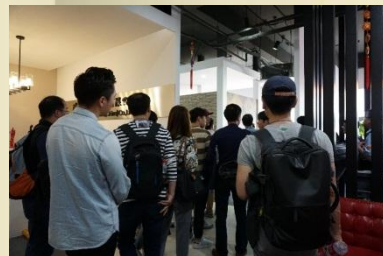


## Trip Video



Video URL

<http://cloud.video.taobao.com/play/u/189367637/p/1/e/6/t/1/38797782.mp4>



# Local Service



## Hangzhou

Hangzhou  
The city of Ecommerce  
The City of Innovation  
and Vitality



## Accommodation

3 Nights Five Star Hotel



## Transportation

Four Days Bus Prepared



## Meal

Chinese Food,  
Alibaba Canteens,  
Customized food



## Local Guide

Full Time company







## Hotel

Name: White Horse Lake Jianguo Hotel  
Address: No.336 South Changjiang Road,  
Binjiang, 310052 Hangzhou, China



## Alibaba capacity



## Local Service



# Course Content



## Explore Alibaba

- ❑ Opening ceremony
- ❑ Alibaba culture
- ❑ Alibaba management
- ❑ Alibaba business introduction

## Optional Visit ( Select 1 of 4)

- ❑ Taiji Tan house
- ❑ China (Hangzhou) Cross-border E-commerce Comprehensive Pilot Area
- ❑ Dream town
- ❑ Alibaba Business (Logistics, finance, cloud computing and so on. )



## Building Your Business through E-Commerce

- ❑ Trends for cross-border business
- ❑ Internet industry insights
- ❑ Business case study: “A Proposal for Future Traders”
- ❑ Making the transfer from traditional outlets to e-commerce



## Solutions for 2B2C Platform

### Solutions for Business to Business

- ❑ Success story company sharing & site visit
- ❑ Operating B2B e-commerce Platform

### Solutions for 2C market and Exporting to China

- ❑ Operating online Taobao, Tmall, Lazada platforms
- ❑ Regulations and rules for penetrating the Chinese market
- ❑ Buyers live broadcast (After Trip)
- ❑ Buyer contacts (After Trip)





# Alibaba

## Alibaba Culture

- Alibaba Management share Alibaba core value, Alibaba Culture, to help our customers know better about what Alibaba, and Alibaba people do.

## Alibaba Management

- Alibaba management share the secret of Alibaba leadership and management, how to manage a team for the same dream and mission.

## Alibaba Business

- General Introduction of Alibaba Business includes B2B, B2C, Finance, logistics, cloud computing, Alibaba's ecosystem helps our SMEs to do business easy anywhere.
- Detail Introduction of Alibaba.com.





# E-commerce Communication

## Trends for cross-border business

- Importance of Cross-border business
- Data for recent import& export in China
- Trends for future business

## Internet industry insights

- Different insights for industry
- Cases discuss

## Making the transfer from traditional outlets to e-commerce

- Experience of why and how to transfer from traditional outlets to e-commerce

## Business case study: "A Proposal for Future Traders"

- Select company as study sample
- Set Proposal for future business
- Alibaba provide comments and discussion





## Solutions for B2B

### Visit Successful company

For 5 years, no offline tradeshow, e-business only, the CEO will share how to operate e-commerce, how to transfer Traditional business to online.

- Share how to set up a team for e-commerce
- How to run e-commerce as a team.

### Operating B2B e-commerce Platform

- How to get High ranking & exposure
- How to look for and contact buyers
- How to communication with buyers from different countries



**天貓**  
TMALL.COM

**Solutions for Exporting to  
China and 2C market**

**Operating online Taobao, Tmall,  
Lazada platforms**

**Regulations and rules for penetrating  
the Chinese market**

**Buyers live broadcast (After Trip)**

**Buyer contacts (After Trip)**





**Optional Visit** ( Select 1 of 4)

## Taiji Tan house

- Jack Ma's private host House
- Do excise of Taiji
- Mainly for relaxing

## China (Hangzhou) Cross-border E-commerce Comprehensive Pilot Area

- The Place supporting by Hangzhou Government, helping exporters do exporting easier
- Recommended for government to attend

## Dream town

- The Place supporting by Hangzhou Government, helping Start-up companies run business
- Recommended for Government, graduations, and investors to attend.
- have ideas for supporting Start-up companies and graduates.

## Alibaba Business(Logistics, finance, cloud computing and so on. )

- Recommended for government or bank staff or business related attendance
- Customized class for the attendance from different industry



Date	Time	Schedule	Content	Duration
D1	17:00-18:30	Dinner		
	18:30-21:00	Course 1: Opening ceremony	Welcome speech from Alibaba Ice-breaking, know each other with group games, introduction	2 Hours 30 mins
D2	8:45-9:15	Alibaba Binjiang Campus Visit	Alibaba Campus Introduction	30 Mins
	9:30-11:00	Course 2: Alibaba Culture and History	Alibaba management shares Alibaba culture	1 Hour 30 mins
			Alibaba Development History and Mission Explore Alibaba, what Alibaba is	
	11:10-12:00	Course 3: Alibaba management & Alibaba Core Value	Alibaba management shares Alibaba management and leadership	50 Mins
			Explore Alibaba, what Alibaba is	
	12:00-13:00	Lunch		
	13:30-15:30	Course 4: Internet insight	How to transfer traditional methods to online, how to use Internet insight to expand market	2 Hours
15:45-17:00	Course 5: Alibaba Group Business Introduction	Alibaba Group Business Introduction, B2B platform, B2C platform, Finance, logistic	1 Hours 15 mins	
17:00-19:30	Dinner/West Lake			
D3	9:30-11:30	Course 6: Taiji Tan House	Closely touch Jack Ma's Private Host House Taiji Excise, experience Chinese Culture	2 Hours
	11:45-13:00	Lunch		
	13:00-15:30	Course 7: How to get success though e-commerce and Alibaba	Visit Successful company	2 Hours
			Sharing of how to transfer to e-commerce, how to do e-commerce marketing	
	16:00-18:00	Course8: How to be succeed in B2C platform	The operstion skills on B2C platform	2 Hours
	18:00-19:00	Dinner/West Lake		
19:00-21:00	Case Study	Brainstorming with learnt knowledge	2 Hours	
D4	9:15-10:45	Course9: Regulations and rules for penetrating the Chinese market	Regulations and rules for penetrating the Chinese market	1 Hour 30 mins
	11:00-12:00	Course10: How to do exporting	Sharing of exporting experience	1 Hour
	13:00-14:30	Case Report		1 Hour
	14:30-14:50	Best Group, Best Individual		20 Mins
	15:00-16:00	Alibaba.com Introduction		1 Hour
16:00-17:00	Graduation Ceremony		1 Hour	

## LECTURERS' INTRODUCTION



Alibaba Strategy Expert



Alibaba Senior Manager



Alibaba Senior Manager



**Darren Woo**  
Alibaba Signed Lecturer  
CEO of Hanhent International



**Steven Zheng**  
Alibaba Signed Lecturer  
16 years' experience of  
e-business



**Jianhua Tong**  
Secretary of China Electronics  
Chamber of commerce



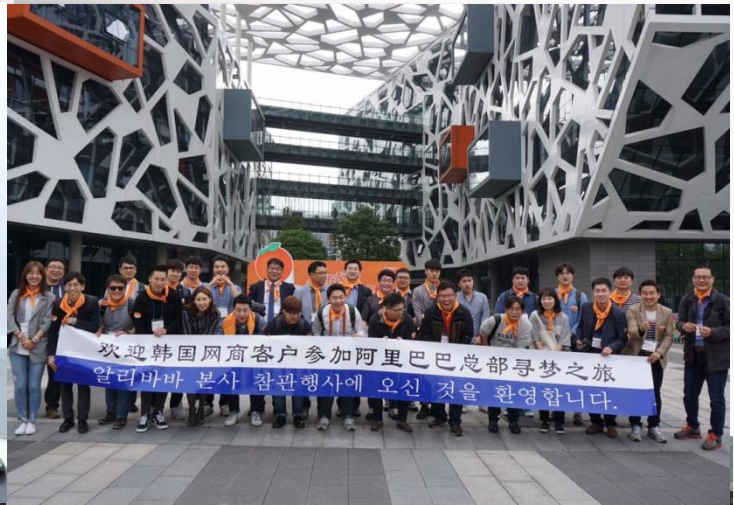
CERTIFICATE

### Certificate of Completion

This certifies that,

\_\_\_\_\_, has successfully completed *Alibaba*  
*MBA Business Case Study Course.*





# Comments



李玮 Li Wei

三天的阿里巴巴学习之旅愉快地结束啦！收获良多，值得安排时间与金钱来学习一下！😊



Hangzhou · 阿里巴巴滨江园区  
8分钟前



I really need to put up good and in depth report so we can get more participating companies from Msia next year... do share other information too with me what you think very relevant and significant to really highlight to Matrade management...

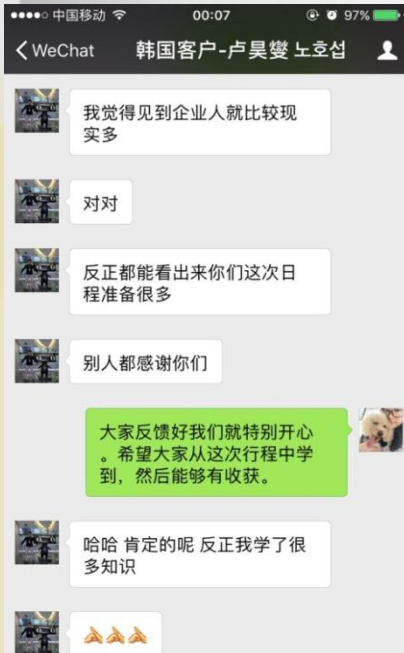


And Msia companies have to attend this Alibaba Dream Trip....

I will prepare for u



It is very curial to attend... hihihhi



From Singapore

From Malaysia

From South Korea

Postcard for themselves



# Reunion Coming

## Plan for future

- Launch Ceremony for Alibaba E-commerce Association
- Regular reunion
- We will select:
  - Local Lecturers
  - Local Successful E-commerce Pioneers Selection
  - Local E-commerce Exchange bases Selection
- We will Select 102 Alibaba Most influential People in Fiscal Year 2018





**Trip Fee:**  
**2000USD for 3 days 3 nights**  
Not include air ticket and Visa fee



# Request for Partners

## Before Trip:

1. Sign the contract
2. Inform schedule 2 months in advance
3. Collect clients' information and pay directly online
4. Recruit at least 25 to 30 persons to attend the trip

## During trip:

1. Alibaba will provide 1 free quota to our partners
2. Be a good organizer and know better about clients' requests
3. Do Close sales in the last day

## After Trip:

1. Alibaba will provide 20% commission.
2. Be the organizer of reunion locally



# Thanks

Any question, please contact:

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