# What Is Alibaba?

It is a marketplace, a search engine and a bank, all in one.



# Defining Alibaba

Alibaba is China's — and by some measures, the world's — biggest online commerce company. Its three main sites — Taobao, Tmall and Alibaba.com — have hundreds of millions of users, and host millions of merchants and businesses. Alibaba handles more business than any other e-commerce company.

# E-COMMERCE

Alibaba is the most popular destination for online shopping, in the world's fastest growing ecommerce market. Transactions on its online sites totaled \$248 billion last year, **more than those** of eBay and Amazon.com combined.

# The Man Behind Alibaba

"Most companies, when they're doing good, they enjoy today's wonderful life. They don't worry about five years later—but I worry about five years later."

#### -Jack Ma

Alibaba.com partnered with Karpos Consultants (Private) Limited as the "Official Global Service Partner for Alibaba.com in Sri Lanka" to encourage Sri Lankan exporters reap benefits through the opportunity given to tap the international market with latest technology and to take the business to the next level.Karpos Consultants (Private) Limited is a company that provides corporate solutions for business and corporate entities and is a member of SAARC-CCI and FCCISL (Federation of Chambers of Commerce and Industry in Sri Lanka).



## WHY ALIBABA.COM



**Operates in over 190 countries** 



over 260 million online registered buyers



**Over 40 different industries** 



Over 2 million online shops

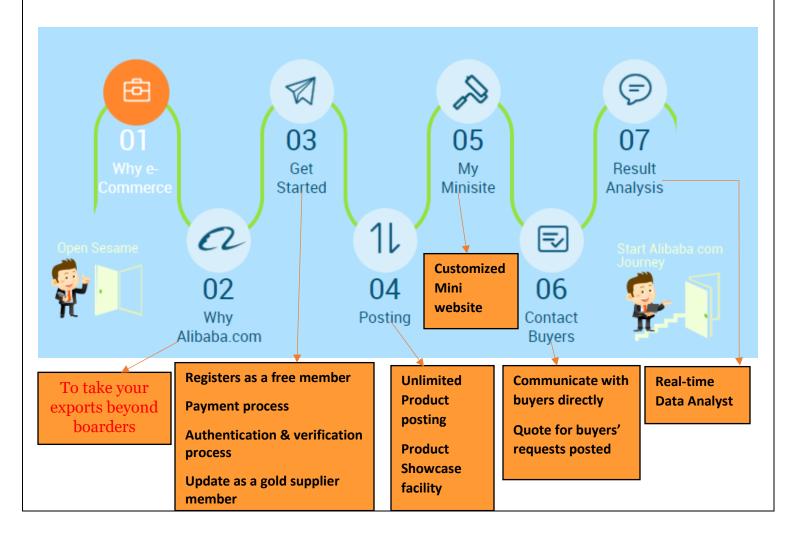


Operates in 16 different languages



# Online platform

### **HOW TO BECOME A MEMBER OF ALIBABA**

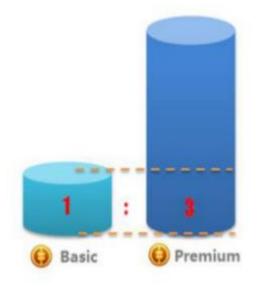


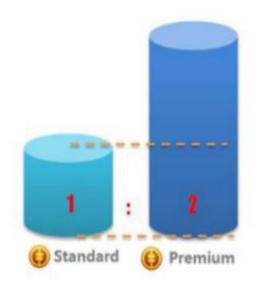
## **HOW TO BECOME A GOLD SUPPLIER**

There are 3 types of Gold Supplier Membership Packages available for suppliers to choose;

Main Features	Basic Package	Standard	Premium	
		Package	Package	
Priority Ranking	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>	
Product Showcases	5	12	28	
Product Posting	Unlimited	Unlimited	Unlimited	
Exposure Rate	V	√ x 56 times	√ x 184 times	
Clicks	V	√ x 700 times	√ x 2300 times	
Ability to Quote for buyer request	Yes	Yes	Yes	
Verification Icon	Yes	Yes	Yes	
Customized website	Yes	Yes	Yes	
Photo Bank Capacity	1GB	3GB	5GB	
Personalized Customer Service	No	No	Yes	
Membership Price	US\$ 1,399/p.a.	US\$ 2,999/p.a.	US\$ 5,999/p.a.	
Extra Inquiry Package	US\$ 500	US\$ 500	US\$ 500	

# **EXPOSURE RATE DEFFERENCE BETWEEN PACKAGES**







# **BENEFITS OF BECOMING A GOLD SUPPLIER ON ALIBABA.COM**

- Unlimited product advertisement posting facility
- Product showcase facility to give more visibility to key products in the company
- Priority ranking for products during search results
- Opportunity to communicate with buyers directly
- Opportunity to quote for buyers' requests posted on alibaba.com
- Customize website to advertise and promote products as well as the company on alibaba.com platform.
- Verification trust pass to build buyers confidence to do business with your company.
- Large photo bank capacity
- Sub-account facility to delegate work among employees and to monitor their performance.
- Opportunity to advertise products on partner sites of Alibaba.com such as yahoo, facebook, youtube, etc. through the Extra Inquiry Package (EIP) to give more visibility for company products.
- Real time data analysis to evaluate on the performance of company products advertised on alibaba.com
- Generation of business through alibaba.com doesn't involve any commission payments to any party.

# Karpos SERVICES FOR GOLD SUPPLIERS ON ALIBABA.COM

Personalized Customer Service	Value added services	LKR 35,000,	/- With one-year
<ul> <li>Support to complete the verification process priority</li> </ul>	<ul> <li>Preparation of mini website </li> </ul>	maintenand	ces
Guide to complete the profile information	<ul> <li>Onsite training on Alibaba.com platf performance</li> </ul>	form [	LKR 20,000/-
<ul> <li>Priority access to promotions</li> </ul>	<ul> <li>Training on High quality product post</li> </ul>	sting	For 3 months
<ul> <li>Guide you to develop your Alibaba platform</li> </ul>	Inquiry and RFQ follow-up reminders		
	<ul> <li>Account monitoring for high ranking</li> </ul>	g	

Hurry and be assisted by this GOLDEN opportunity – new business opportunities are guaranteed

When you become a Gold member on Alibaba.com



#### Karpos Consultant (Private) Limited

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