Alibaba Group - Business Model Canvas

Keys Partners

- Banks
- Software services

Key Activities

- Platform Development and Maintenance
- B2B, B2C and C2C Services

Key Resources

- Network of Shoppers and Merchants
- Brand and Tech Platform

Value Propositions

- An easy way to advertise your company to the global market
- Order an extensive amount of products without leaving home
- Sell basic items for homes, especificaly food, cleaning products, etc.

Customer Relationship

- Customer Service
- Social Media

Channels

- Websites
- Mobile Apps

Customer Segments

- Merchants
- Shoppers
- Stores

Cost Structure

- Platform Development and Maintenance
- Employees Salaries

Revenue Streams

- Fees and Comissions
- Sales, Advertising, Memberships