CHINA MARKETS
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CLEAR THE RING

for the Big Players of E-Commerce

EVENTS – PRIME DAY VS. SINGLES' DAY 2016

PRIME DAY

The Amazon Prime Day is a **ghost shopping event** exclusively for Prime Members.

2015

An estimated revenue of **$ 0.6bn dollars** was achieved in 2016

$ 0.6bn

SINGLES' DAY

The Singles' Day is **a special event for singles**, celebrated on November, 11th. The date 11 thirty represents a single.

2015

For seven years in a row, Alibaba increased their revenue by 60% and achieved a record of **$ 14.3bn**. The best products worth **17.8bn dollars** were sold

$ 17.8bn

30x more sales

The exponential of the **annual revenue of eBay** in 2016

PRIME DAY

More than **710 million products sold**

35x more products

SINGLES' DAY

More than **710 million products sold**

The total sales of **four events** in 2016 **Singles' Day** was **2.5 times** the total **Prime Day revenue of 7.24bn dollars**

- Sales in the US

SHIPPING WORLDWIDE 2016

During Amazon's Prime Day 2016, more than **2bn orders were placed** *

This corresponds to **2.8 orders** per second *

2.8
2.8 orders/sec

2.8
2.8 orders/sec

De Alibaba Singles' Day!

Alibaba received **1.4bn and 65bn orders** on Singles' Day 2016.

This corresponds to **1.65 orders** per second and **1.4bn** orders in 24 hours, per second were received

THE FOUNDERS

JEFF BEZOS

BIO
Jan 12th, 1964 (53)

PERSONAL
Married, 4 children

NET WORTH
$ 72.7bn

CURRENT POSITION
CEO

JACK MA

BIO
Sep 10th, 1964 (53)

PERSONAL
Married, 2 children

NET WORTH
$ 31.6bn

CURRENT POSITION
Chairman

Jeff Bezos was elected as the **richest employee of the world*** and founded his own **private space company**.

Jack Ma is a former **English teacher**, has a hobby of **Little Tigers** and plays **kung fu** **martial arts** in his free time.

- According to an online vote of the International Trade Union Confederation

ALIBABA – WHAT'S BEHIND?

amap.com (2010) Chinese online map service (Competed by Autonavi)
Google Maps

Alibaba (1999) Largest B2B wholesale marketplace and dealer center in 20 countries
alibaba

Taobao (2003) Largest B2C shopping website, Former competitor of eBay, Now eBay's China marketplace
ebay

Alipay (2004) Leading online payment platform in China
PayPal

Tmall (2008) Third-party platform for Taobao with focus on quality brands, Rival to Amazon, Tmall is the Chinese version of Amazon
amazon

Alibaba.com (1999) Similar to Taobao but focused on wholesale and export to foreign buyers
alibaba

Alibaba Cloud (2009) Largest B2B wholesale marketplace and dealer center in 20 countries
Google Apps for Business

Alibaba (2007) Similar to Taobao but focused on wholesale and export to foreign buyers
alibaba

Alibaba (2007) Leading online payment platform in China
PayPal

Alibaba (2010) Leading online video platform in China
YouTube

Alibaba (2010) Leading online search engine for Chinese language
Google

Alibaba (2010) Similar to Taobao but focused on wholesale and export to foreign buyers
alibaba

Alibaba (2010) Leading online payment platform in China
PayPal

Alibaba (2010) Leading online video platform in China
YouTube

Alibaba (2010) Leading online search engine for Chinese language
Google

Alibaba (2010) Similar to Taobao but focused on wholesale and export to foreign buyers
alibaba

TIBB.com (2010) Similar to Alibaba but focus on business to business transactions in China
alibaba

Alipay (2009) Leading online payment platform in China
PayPal

Alibaba (2009) Leading online video platform in China
YouTube

Alibaba (2009) Leading online search engine for Chinese language
Google

Alibaba (2009) Similar to Taobao but focused on wholesale and export to foreign buyers
alibaba

SALES AND PROFIT WORLDWIDE IN 2016 IN BILLIONS $

- GMV 2016

EMPLOYEES WORLDWIDE IN 2016

341,400 employees

36,446 employees

SALES WORLDWIDE WITH DIGITAL ADVERTISEMENT IN BILLIONS $

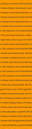
Amazon and Alibaba earn revenue by displaying advertisements on their websites. For example, companies can pay to display their products as an advertisement at the top of the search results.

SALES IN THE E-COMMERCE MARKET BY COUNTRIES IN 2016*

- For consumer electronics

MONTHLY ONLINE VISITORS WORLDWIDE IN 2017

MARKET VALUE WORLDWIDE IN 2017 IN BILLION $



FUN FACTS

The **complete product range** of Amazon is worth **$ 476bn** which **$ 314bn are Amazon-Prime**

Jeff Bezos utilizes a **"Two Pizza Team"** rule, which means he won't take decisions if more than two pizzas can feed the entire team.

During a **complete** Amazon-Prime Delivery Process, approx. **5.7bn** in sales is generated.

The current **brand logo** of Amazon **Prime** depicts a **smile** from A to Z.

Jack Ma founded Alibaba with about **$ 60.000**, which he borrowed from 18 people.

Jack Ma needed a name for a chinese **equivalent of eBay and Amazon**. With Alibaba's Open Market, he **was inspired by the door to the thieves** – Ali Baba. Then Ma, then worldwide.

In the beginning of Alibaba, Jack Ma **pretended** that his employees were **Ali Baba's thieves** and **overcharging** with **American customers** (via e-mail).

When searching for **Amazon**, Jack Ma's interest in the flat is which **he recommended**.

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