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CLEAR THE RING

for the Big Players of E-Commerce

EVENTS – PRIME DAY 2018 VS. SINGLES' DAY 2017

2018

EVENT

PRIME DAY

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

SALES

2017

EVENT

SINGLES' DAY

The Singles' Day is a **special event for singles**, celebrated on November, 11th. The digit **1** thereby represents a single person.

SALES

An estimated revenue of **4.1bn dollars** was achieved in 2016!

For eight years in a row, Alibaba increased their revenue by 60% and reached **a record** in 2017: In just a day, products worth **25.1bn dollars** were sold!

6x
more sales!

$ 4.1bn

$ 25.1bn

The equivalent of the **triple revenue of eBay** in 2017!

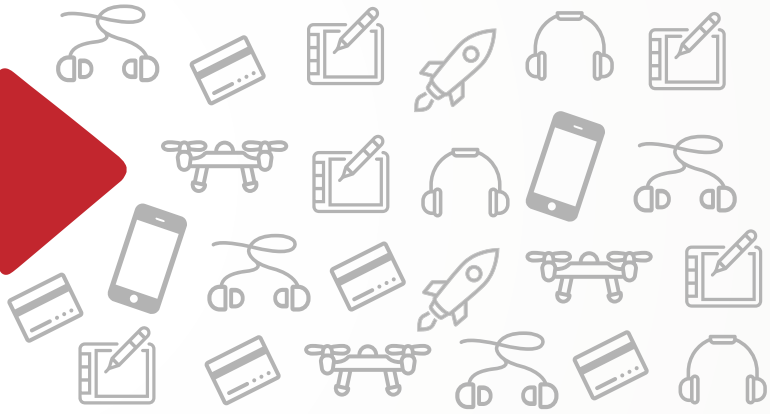
PRODUCTS SOLD

More than **100 million products sold!**

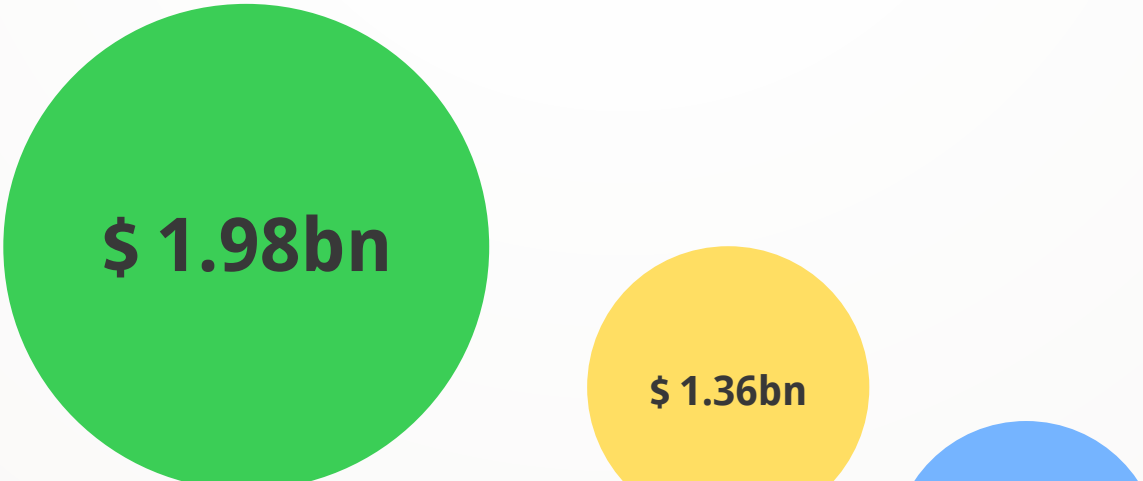
PRODUCTS SOLD

More than **812 million products sold!**

8x
more products!



EVENTS 2017 IN COMPARISON



Cyber Monday*

Black Friday*

Thanksgiving Week*

$ 4.29bn

Prime Day

$ 4.19bn

Total revenue: $ 11.84bn

Singles' Day $ 25.3bn

The total sales of **four events** in 2017/18 corresponds to just **47%** of the **Singles' Day revenue of 25.3bn dollars!**

* Sales in the US

SHIPPING WORLDWIDE 2017

amazon

Alibaba Group

On **Alibaba Singles' Day**!

25x
as many parcels!

On **Amazon Prime Day**!

During Amazon Prime Day 2017, more than **32m orders** were received within 30 hours!

This corresponds to **296 orders per second!**

Alibaba received more than **812m orders** on **Singles' Day 2017.**

This corresponds to **9.400 orders per second!** At peak times, there were **256.000 orders per second!**

THE FOUNDERS

amazon

Alibaba Group

JEFF BEZOS

AGE:
Jan 12th, 1964 (54)

ORIGIN:
New Mexiko (USA)

FORTUNE:
$ 147.6bn

FOUNDATION:
1994

JACK MA

AGE:
Sep 10th, 1964 (54)

ORIGIN:
Zhejiang (China)

FORTUNE:
$ 34.7bn

FOUNDATION:
1999

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

Jack Ma is a former **english teacher**, has a fondness of **comic figures** and gives **Kung Fu-related nicknames** to employees.

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

ALIBABA – WHAT'S BEHIND?

⇆ = Western Counterpart

Alibaba.com (1999): Largest B2B wholesale marketplace worldwide (active in 200 countries)

amap.com (2014): Online map service (provided by AutoNavi)

⇆ Google Maps

Taobao (2003): Largest B2C shopping website. Forced competitor eBay in 2007 to quit its China business

⇆ ebay

Alitrip (2014): Leading online travel platform (formerly "Taobao Travel")

⇆ Booking.com

Alipay (2004): Largest online payment system and trustee service worldwide

⇆ PayPal

Juhuasuan (2010): Largest chinese online marketplace for group deals

⇆ GROUPON

Alibaba Group

Alimama (2007): Online advertising

⇆ Google AdWords

eTao (2010): Price/Comparison search engine for deals, coupons and Hotel Prices

⇆ idealo

Tmall (2008): Taobao mall, similar to Taobao with focus on China but with larger Brands, such as Nike, Apple, Unilever, Ray-Ban etc.

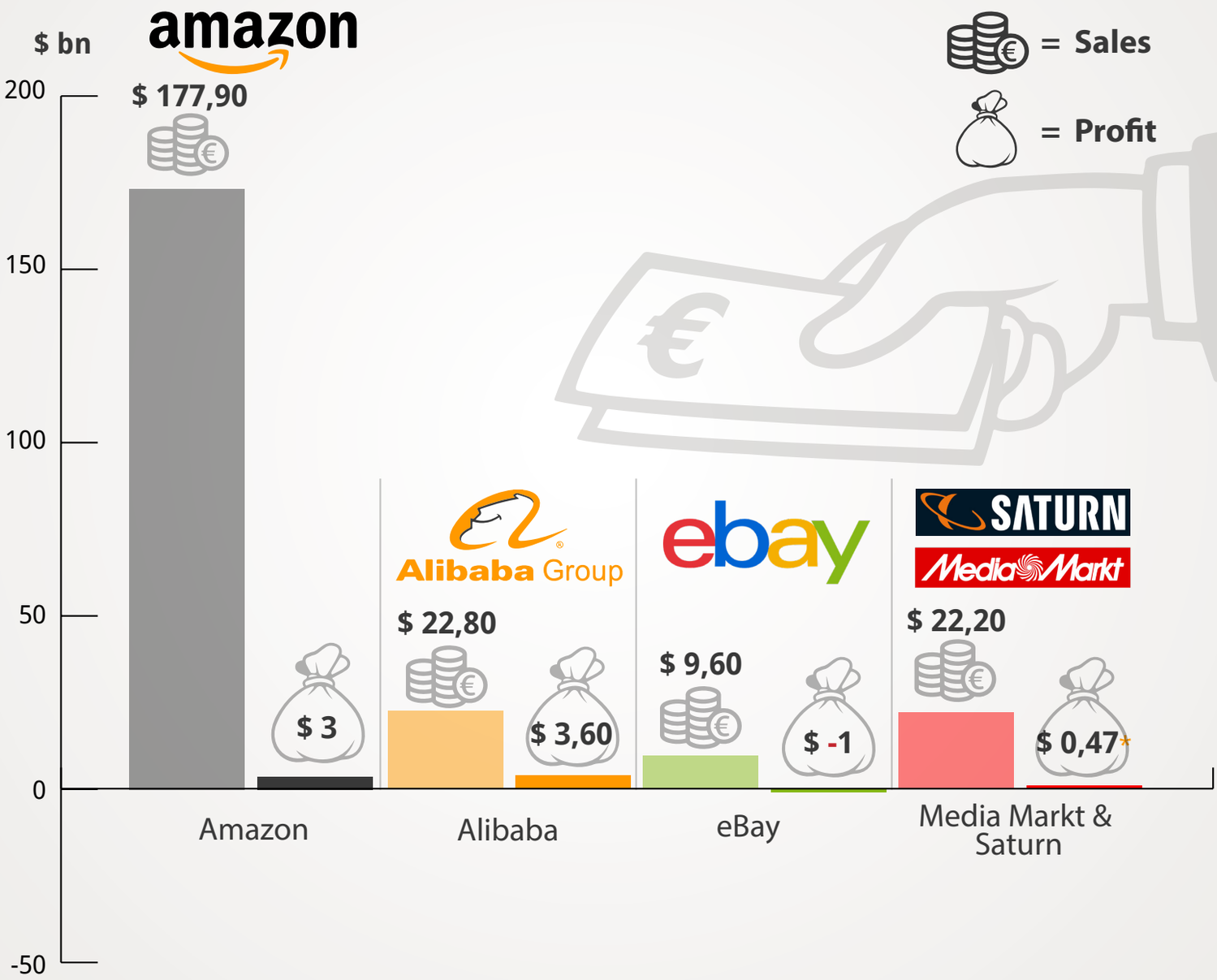
⇆ amazon

AliExpress (2010):
Similar to Taobao but focused on worldwide trade (rather than just Chinese)

1688.com (2010):
B2B wholesale market-place similar to Alibaba.com but solely focussed on China

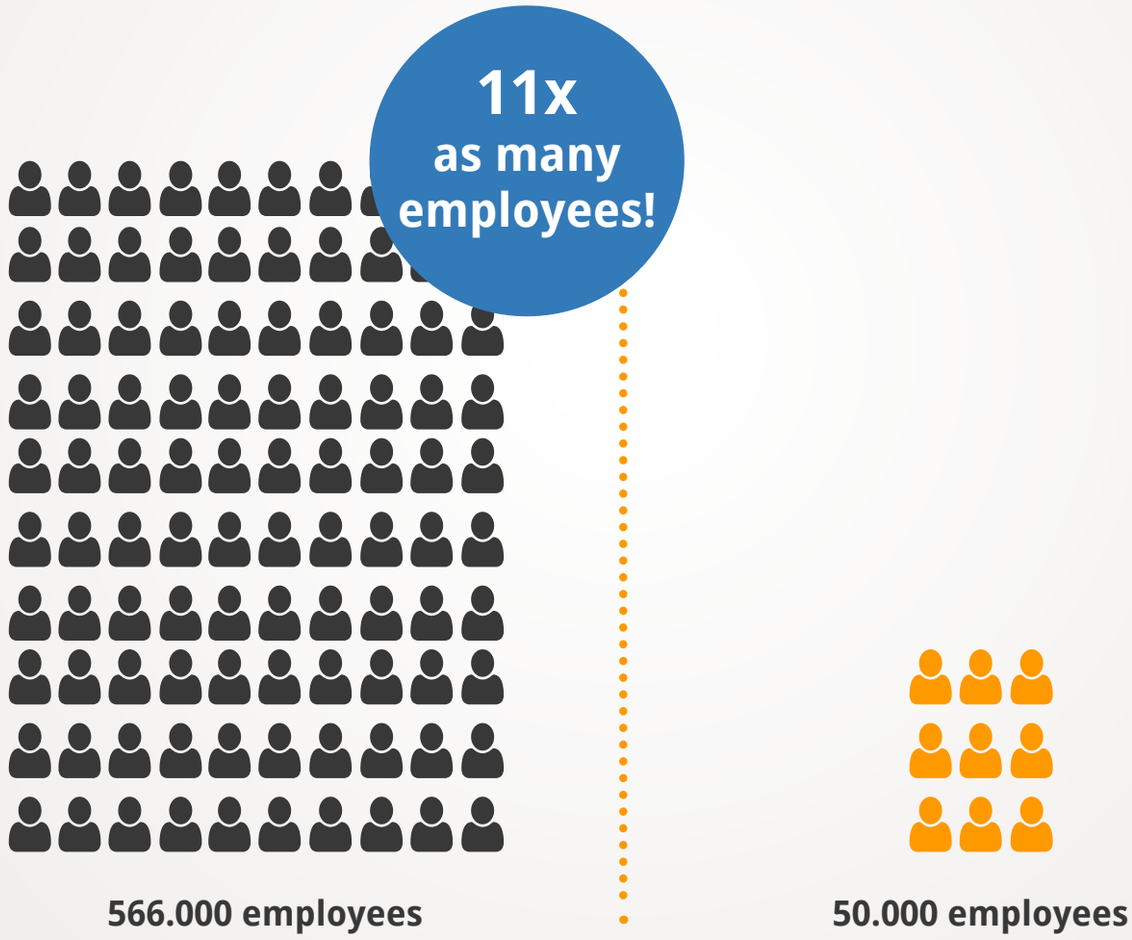
Aliyun (2009):
Alibaba Cloud Computing service with cloud platform AliCloud

SALES AND PROFIT WORLDWIDE IN 2017 IN BILLIONS $



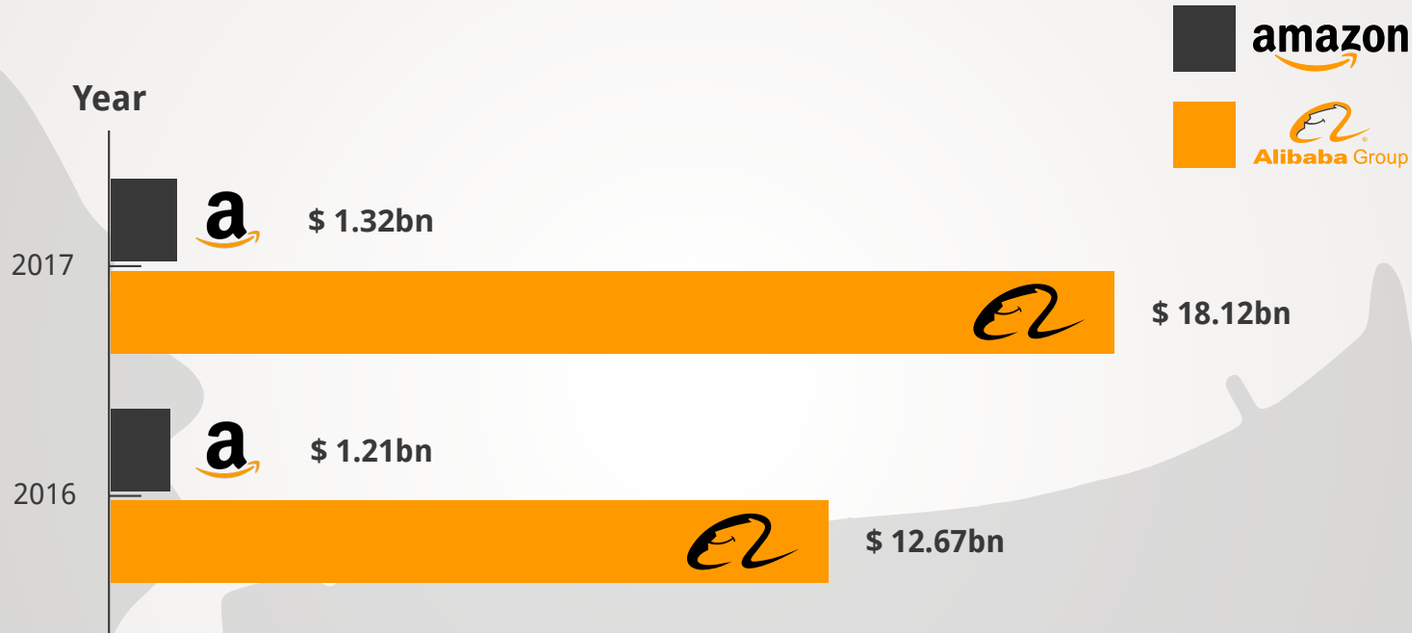
* EBIT 2017

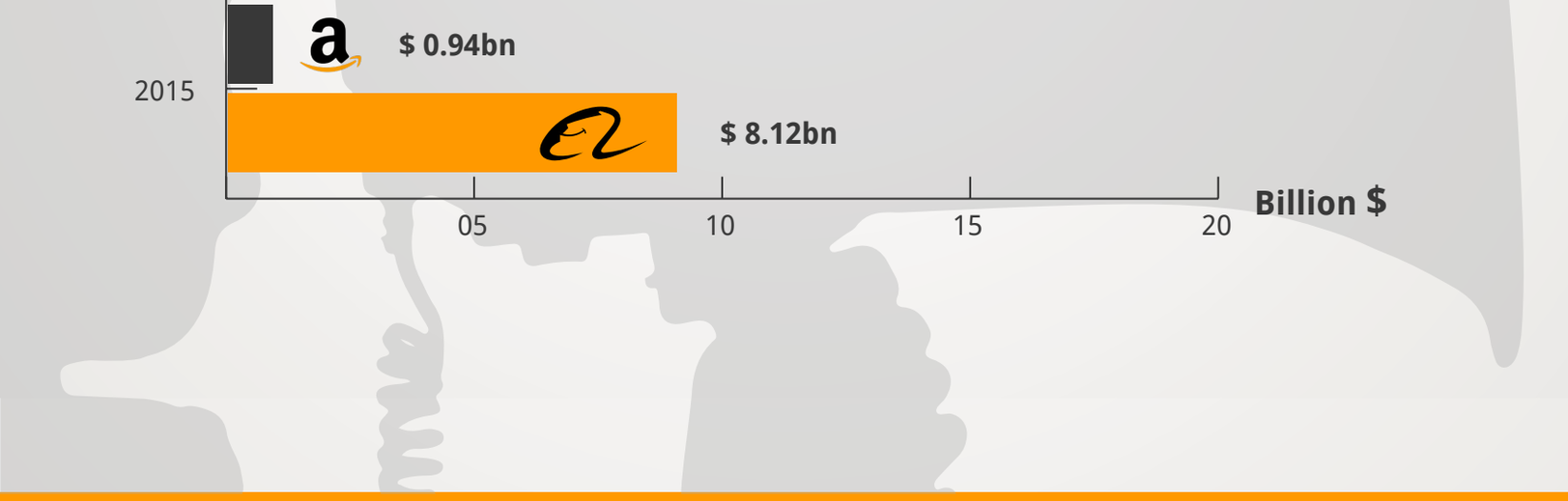
EMPLOYEES WORLDWIDE IN 2017



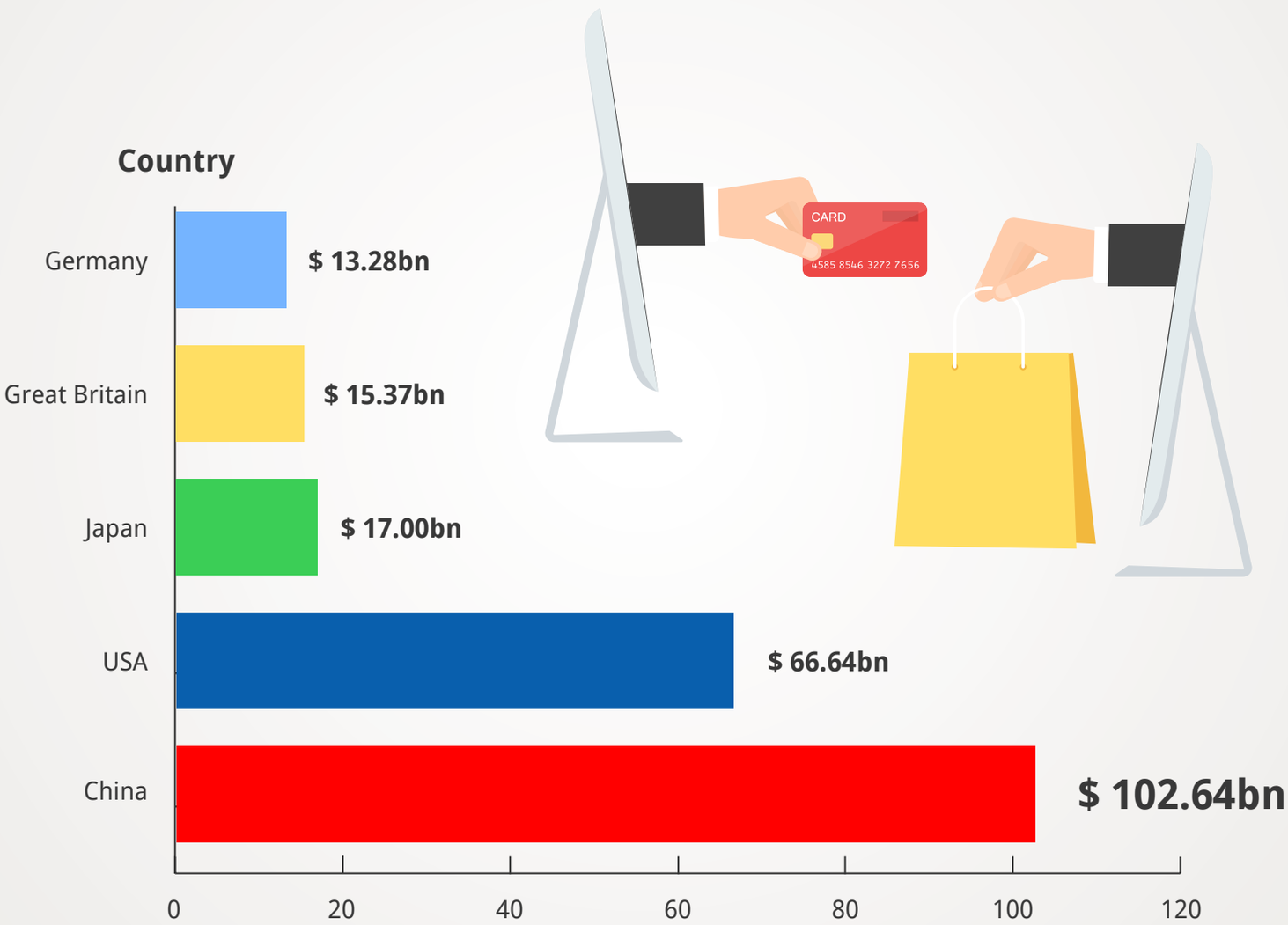
SALES WORLDWIDE WITH DIGITAL ADVERTISEMENT IN BILLIONS $

Amazon and Alibaba earn money 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.



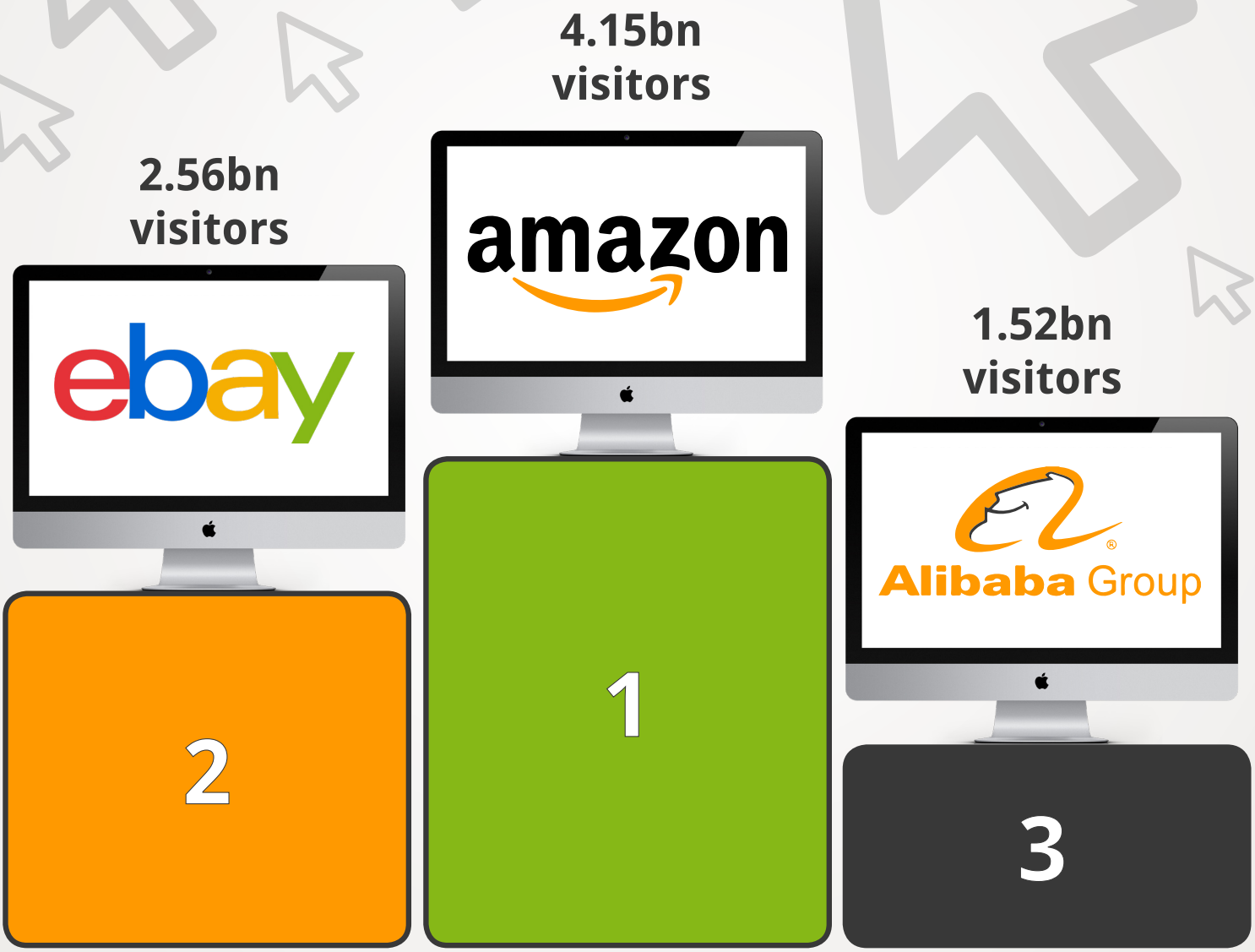


SALES IN THE E-COMMERCE MARKET BY COUNTRIES IN 2017*

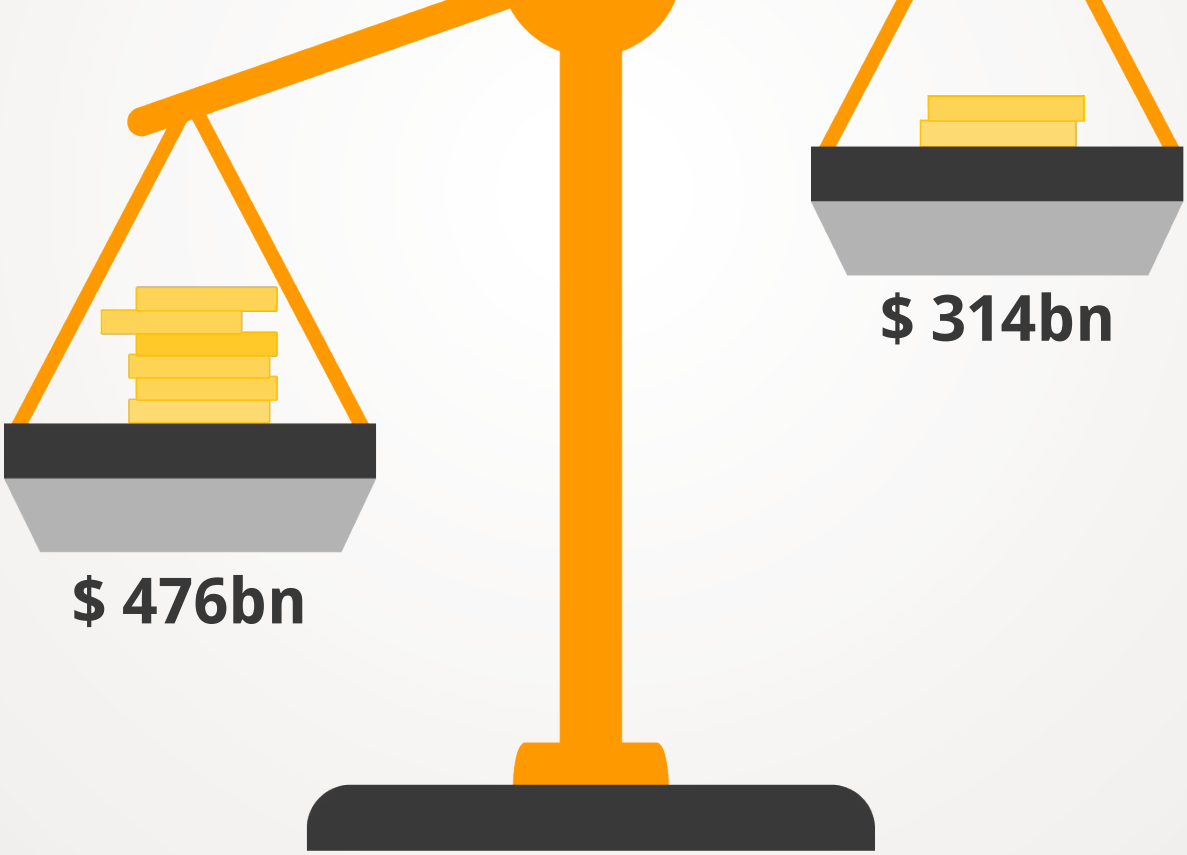


* For consumer electronics

MONTHLY ONLINE VISITORS WORLDWIDE IN 2017



MARKET VALUE WORLDWIDE IN 2017 IN BILLION $



FUN FACTS

The **complete product range** of Amazon is worth approx. **$ 12.86bn** and consists of **466m articles!**

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

amazon

Alibaba Group

Jeff Bezos utilizes a **"Two Pizza Rule":** if you can't feed a team with **two pizzas** then there are too many people.

Jack Ma needed a name for a chinese **counterpart of eBay and Amazon.** With Alibaba ("Open Sesame"), he wanted to **open the door to the markets** – first China, then Asia, then worldwide.

During a **complete breakdown** in 2014, Amazon lost approx. **5.7m** in sales in **49 Minutes.**

In the beginning of Alibaba, Jack Ma **pretended** that his employees were **not of chinese origin** while communicating with **american costumers** via e-mail.

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

When searching for **inspiration**, Jack Ma returns to the flat in which he founded Alibaba.

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