

ALIEXPRESS'S STRATEGIC CHOICE FOR ENTERING THE E-COMMERCE MARKET IN THAILAND

ABSTRACT

Title: Aliexpress's Strategic Choice For Entering the E-Commerce Market in
Thailand

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In recent years, China's traditional export trade has slowed, but cross-border e-commerce has developed momentum. Cross-border e-commerce has the characteristics of shortening the trading phase and reducing costs, bypassing the traditional trade intermediary links, making it possible for producers to directly face end consumers, both to raise profits and to lower commodity prices. Because domestic e-commerce market is beginning to enter the saturated period, Chinese enterprises seek new markets abroad in order to get rid of fierce competition from the country.

When an enterprise wants to gain access to foreign markets, it is necessary to analyze the country's environment and understand the local market and industry's specific circumstances. SWOT is a common strategic analysis tool. This paper mainly studies the strategy selection of China's cross-border e-commerce platform into Thailand, and is an example of Alibaba's AliExpress, which shows whether it should enter the Thai market and how it should be entered.

Based on the 4M analysis, 7 'S' analysis, PEST analysis and Porter's five-force model, this paper analyzes the internal and external environment, finds out the strengths and weaknesses of the platform, the opportunities and threats existing in Thailand's market and uses five points to quantify the four factors. The results show

that the answer to whether or not to enter the Thai market should be in the market and exploit external opportunities and overcome internal weaknesses.

This paper studies the consumer market in Thailand by questionnaire and combines the research results and the SWOT analysis result with a combination of countermeasures and suggestions: the use of external opportunities is mainly taking advantage of the immature development and struggle of the e-commerce market in Thailand, to develop the logistics system of the Kunming International Highway. To overcome the internal weakness is to enter the Thai market through joint venture or acquisition way, establish a Thai-language social network tool, improve product quality and brand recognition, and establish the logistics system in Thailand.

Keywords: cross-border e-commerce platform; AliExpress; strategic choice; SWOT quantizing analysis

摘要

题目：速卖通进入泰国的电子商务市场的策略选择

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近年来,中国传统出口贸易发展速度放缓,但跨境电子商务出现了发展势头。跨境电子商务具有缩短交易环节、降低成本的特点,绕开传统贸易中介环节,使生产者能够直接面向终端消费者,既能够提升利润,又降低商品价格。因国内的电商市场开始进入饱和期,中国企业为了摆脱国内激烈的竞争而寻求国外新市场。东南亚地区是电子商务新兴市场,刚处于发展初期,电商平台之间的竞争不激烈,而泰国是位于东南亚地区的中心,未来将是东南亚地区的电子商务技术中心,市场具有巨大的空间。

当一个企业想进入国外市场需要分析该国家的环境,了解当地市场与产业的具体情况。SWOT是常用的战略分析工具。本文主要研究中国跨境电商平台进入泰国的策略选择,并以阿里巴巴旗下的全球速卖通平台为例,得出速卖通是否应该进入泰国市场以及应该如何进入的结论。

本文基于4M分析法、7'S分析法、PEST分析法和波特五力模型来分析内外部环境,找出平台的优劣势、泰国市场存在的机会与威胁,利用5分值将该四个因素进行量化进行判断后得出进入策略。研究结果显示,对于该不该进入泰国市场的答案是应该进入,并且利用外部机会并克服内部劣势进行开拓市场。

本文通过问卷的方式对泰国消费者市场进行调研,并将调研结果和SWOT量化分析结果相结合得出速卖通进入泰国市场的对策与建议:利用外部机会主要是趁着泰国电子商务市场未成熟开拓与争取、发展昆曼国际公路的物流体系。克服内部劣势是通过合资或收购方式进入泰国市场、建立泰语版的社交网络工具、提高产品质量与品牌认知度、建立泰国的物流体系。

关键词:跨境电商平台;速卖通;策略选择;SWOT 量化分析