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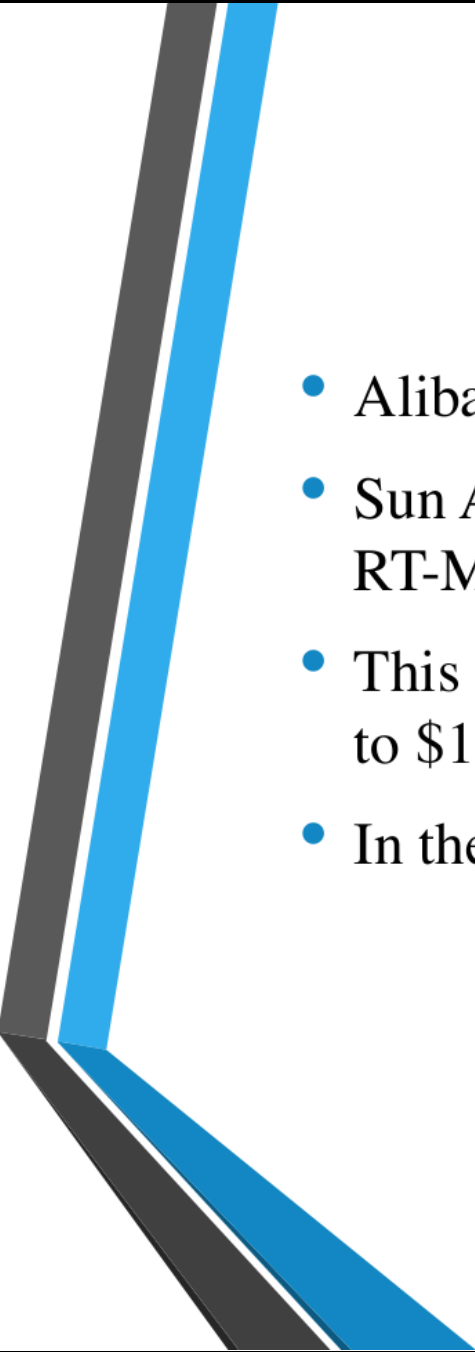
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*Corona Virus has Accelerated Alibaba's
Online Shopping Sells*

Background

- Alibaba's online shopping has expanded since the onset of Covid-19.
- In 2017, Alibaba bought Sun Art shares to boot its online market.
- Due to the closure of eateries and restaurants, consumers have been purchasing food from online bright spots.
- Online orders have rapidly grown since the onset of Covid-19.



Alibaba's history between 2017 and 2019

- Alibaba bought a first 36% stake of \$ 2.9 b from Sun Art in 2017.
- Sun Art is a Hong Kong-listed company, and it has stores in China under the RT-Mart (Xie & Otto,2020).
- This deal would make Alibaba own 72% of Sun Art with revenues amounting to \$1.2b.
- In the first year of 2019, Sun Art revenues grew by 5%, equivalent to \$7.9b.

The current state of Sun Art and Walmart

- Sun Art is a big box store in China.
- It sells everything ranging from clothes to groceries.
- In 2019, Sun Art had a share of 14.1% of the country's hypermarket share (Xie & Otto,2020).
- In 2019, Walmart had a market share of 10.3% of the country's hypermarket share.
- Walmart sold its e-commerce website to JD.com Inc. in 2016.

Impacts of Coronavirus to Alibaba online selling

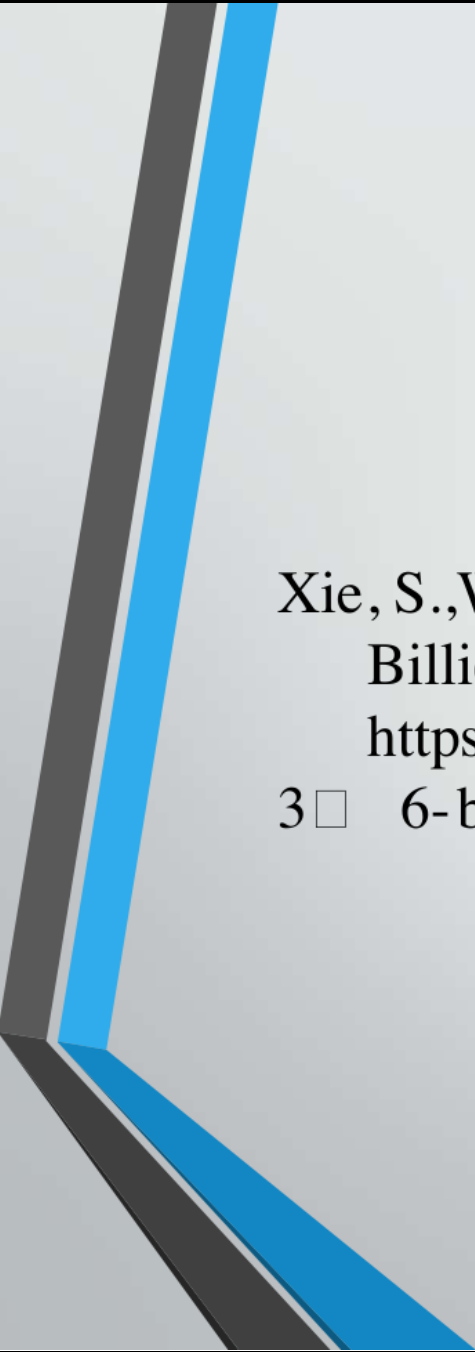
- It's online orders have been rapidly escalating.
- The presence of physical stores has enabled it to build e-commerce capabilities.
- Alibaba owns Freshippo, a growing supermarket with more than 220 stores selling fresh produce and groceries (Xie & Otto,2020).
- The product can be accessed via online platforms.
- Alibaba CEO Daniel Zhang said that sales in Freshppo had doubled due to online shopping.
- The Coronavirus Pandemic has boosted online orders significantly.

Impacts of taking control of San Arts operations

- Taking control of the Arts operation would aid Alibaba to expand its online selling strategy.
- The online platform has helped Alibaba to First Track sales (Xie & Otto,2020).
- San Art sales have increased significantly, and it is planning to rely hugely on online selling.
- Alibaba's effective delivery services have boosted San Art meet customer preferences.

Alibaba's plans

- Alibaba is planning to expand physical stores to make products more available.
- It's planning to buy more Sun Arts shares in France, amounting to 19% of the total market share (Xie & Otto,2020).
- Alibaba plans to make sun Arts remain listed in the Hong Kong market share.
- It plans to be competitive than its rivalries.



Source

Xie, S.,W & Otto, B. (2020). Alibaba Takes on Walmart in China With \$3.6 Billion Investment in Hypermarket Chain. Available at <https://www.wsj.com/articles/alibaba-takes-on-walmart-in-china-with-3-6-billion-investment-in-hypermarket-chain-11603107669>

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