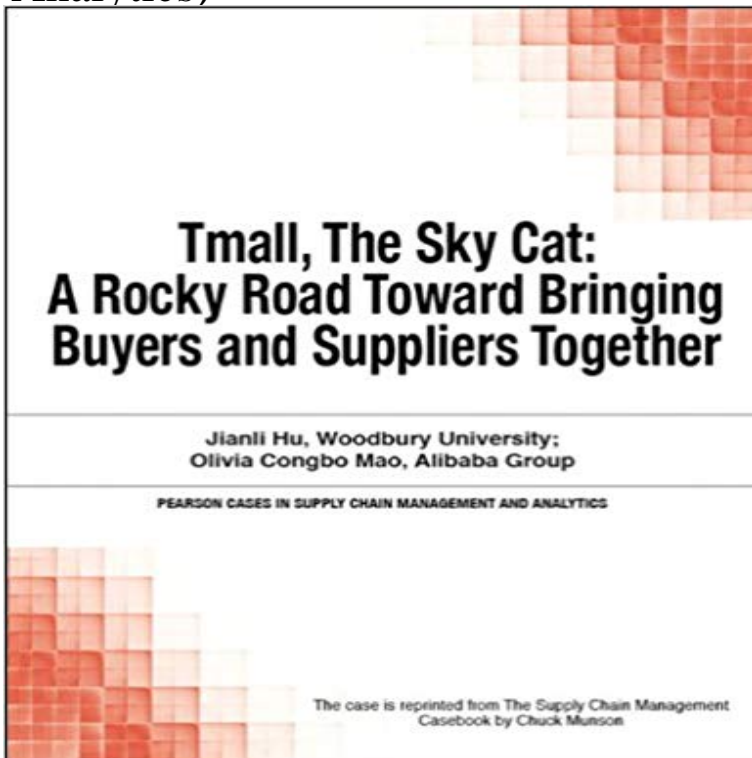


Tmall, The Sky Cat: A Rocky Road Toward Bringing Buyers and Suppliers Together (Pearson Cases in Supply Chain Management and Analytics)



800x600 This case study illuminates the rapidly evolving e-commerce market in China. It shows how Alibaba Group launched its new Taobao Mall B2C platform to raise standards for product quality and online customer shopping experience; how TMall launched as a virtual shopping mall offering internationally known brands and major retailers; how it responded to the widespread sale of counterfeit and substandard products; how its fee increases ignited massive online vendor protests; and how it has since rebranded the site to move beyond these events. Focusing on realistic e-commerce supply chain issues and challenges, this case study offers exceptional value to both students and practitioners. Authors: Jianli Hu, Woodbury University; Olivia Congbo Mao, Alibaba Group. Normal 0 false false false EN-US X-NONE X-NONE MicrosoftInternetExplorer4

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