Taobao Corporate Strategy

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Taobao is one of the fastest growing online shopping websites in China. One of the reasons that it has been successful is due to the fact their strategy is much more different as compared to some of the other websites that are currently working in the Chinese market. It is one of the few websites in China that tends to facilitate the C2C retail. It has provided the platform to the smaller business a well when it comes to making sure that they are opening their online stores. The effort is superficially placed in the Chinese speaking regions at the given point of time. It has been touted as one of the biggest marketplaces of the country. In this paper, it is going to be seen that how the corporate strategy of the brand tends to work out.

# Content Enabled Strategy

The management of the Taobao has pointed out three aspects of the corporate strategy of the business. The core strategy of the brand is based on the community based and the much more content enabled interface as far as the online shopping is concerned. The idea is to make sure that the local adaptation of the different brands is going to be carried out. They use various strategies during the pursuit of their brand such as the personalizing of the data as well as allowing development of the customer loyalty. At the same time, they are one of the few businesses that are allowing video broadcasting and focussed demanding to the communities at the particular point of time in order to make sure that the consumers are in the position to share their commodities on their channel.

# Usage of the Adaptive Agent in the Searching

Taobao has been using the strategy of the adaptive agent. These are the agents that tend to pick up coming signals from the consumer specially looking at their purchase records and based on the record and the purchase history of the consumer, they tend to reorganized the selections to the selections that are made at the end of the buyer at the given point of time. It has to be noted that the way an adaptive agent is supposed to work is that they image the prior model of the data using the posterior of the Bayes Theory and usage of the LAPLACE method. This allows them to make sure that they are able to forecast the possibility of the given event. Taobao automatically classifies the text and images of the product, and uses tags to make the correlation match. The usage of the semantic search is to solve the correlative problem that key word texts cannot solve, such as images, complex texts, and ambiguous texts. Semantic search is also a way of recommendation that Taobao presents with more similar items consumers might find when searching one keyword. There are entity tagging and other classifications.

# Usage of the Semantic Research

Looking at the corporate strategy of the Taobao, it can be seen that most of the thing that are being done by them are based on the premise that how they are going to be using the internet marketing to their advantage. Keeping in mind their affiliation with Alibaba and the reach and the stronghold of the Chinese market, the assessment can be made that the semantic research has been carried out by them for a very long time. They have been using the images and the complex texts as well as the ambiguous text for a very long time. One of the reasons that the semantic texts are being used by them is that it is one of the ways through which the recommendation of the Taobao are being used in the internet interface. Not only that, it also gives insights to the users about how the searching of the keyword is supposed to be carried out. Not only that, they are one of the websites that have used the entity tagging and some of the other classifications during the course of their marketing strategy.

# Diversified Portfolio of the Offering

For a business that is in online shopping, even though at times it is important for them to stick to one thing, it is equally important for them to make sure that they take care of the different segments of the business in an appropriate manner so that the expansion of the customer base is allowed at the given point of time. Looking at the website and the corporate strategy of Taobao, the thing that stands out the most is that how they are using the efficient interface and goods to make sure that they facilitate both the buyers and sellers at the particular point of time. The ranking of a product or a page can be determined by the combination of its prior information plus its posterior data of click transaction.

# Conclusion

In the hindsight, Taobao is one of the few websites that is using the BTL marketing and corporate strategy to its advantage. They are also involved in the CSR initiatives in the Chinese market. The other reason that they have stood out as compared to some of the other online businesses is due to the fact that they are one of the few websites that is working on the C2C channel as well. The key thing that can be done is that how the different perspectives can be developed at the given point of time.

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