Business and Management

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Taobao being an online platform engages in trading of several products. The platform makes it easier for people to access products from the global market. However, there is stiff competition from other companies trying to offer similar services. This makes it necessary to analyze the brand by using SWOT analysis. The tool will help us know the strengths, weaknesses, opportunities and threats that the business faces (Chen, 2014). The strengths include:

1. The uniqueness of the business distinguishes it from other businesses. It is the leading company in Asia attracting many customers due to the nature of operation. The nature of operations focuses on the client and customer satisfaction. B2C and C2C are models of e-commerce in which the business operates.
2. The business provides an online channel where the customers shop without involving the retailers or other third. Such a form allows people to make decisions based on direct business with manufacturers and other product and service providers.
3. A system supporting trading and payments is availed by the business (Wei, 2015). It is a convenient way through which the customers can channel their payments relating to ordered products. The system is reliable and supports trading throughout the clock.
4. Taobao is a well-known business that attracts many customers and other businesses that can form alliance.
5. The business is in a position to gather many businesses globally and contain global customers for business continuity.

Focusing on the strengths, the businesses have some weaknesses.

1. The platform does not provide and English version that would be supported. This is due to how the system is built to incorporate the trading.

The following are opportunities available for the business:

1. Changes in technology and increased awareness of internet users provide a ready market for the business. The business can maximize on the opportunity and expand its operations.
2. The development of android and windows (smartphone technology) creates an opportunity for Taobao to maximize on the market base. The efficiency of smartphones encourages people to shop more contributing to Taobao’s performance.
3. Banks adjust to changing technology. The banks develop devices and create opportunities for online banking. This allows many people to access mobile banking that supports the operations of Taobao indirectly.
4. The growing population and culture adoption makes people to adopt online shopping to save time and money. This creates an opportunity for the business to attract more customers and widen its operations.
5. The business has an opportunity of capturing the global market since it can create the platform with more languages for purposes of communication. In addition, it can develop proper or improved distribution channels for products (Pickton, & Wright, 1998).
6. Development of block chain technology will help improve the supply chain channels for the business. This opportunity allows the business to improve product and service provision.
7. The business should concentrate in building and improving operations in growing economies, which are affiliated with technology. These economies have educated people who utilize the internet opportunity.
8. The growing middle class population increases the demand for online shopping. The business utilizes the opportunity to increase the performance.

The following are available threats:

1. The emerging online companies offering the same services widen the gap of competition for the customers.
2. Changing technology attracts high costs that are a challenge to growing businesses.
3. People develop awareness and have to choose the business to deal in hence, make the other businesses to improve service provision.

In general, SWOT analysis has a major role in the analysis of external business environment. It is a way in which businesses may realize on the opportunities to maximize on and avoid any threats that can arise.

References

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