

**Lab 3: Alibaba Group Holding Ltd**

**Team Members**

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|  | **INITIATING** | **PLANNING** | **EXECUTING** | **MONITORING & CONTROLLING** | **CLOSING** |
| **Project Integration Management** | Develop project name Alibaba Group Holding. Founder Jack Ma. The company’s founders shared a belief that the Internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in the domestic and global economies. | **Develop project management plan**  Alibaba Group launches the first website is English-language Alibaba.com, a global wholesale marketplace. |  |  | Close project |
| **Project Scope Management** |  | **Plan scope management**  A website that sold a variety of products such as electronics and had explosive growth and e-commerce.  **Define scope**  Make Alibaba.com as “an everything store”  Develop WBS |  |  |  |
| **Project Time Management** |  | **Plan schedule management**  In December 2001, Alibaba.com surpassed 1 million registered users.  Define activity  Sequences of activities  Estimate activities durations  Develop schedule |  |  |  |
| **Project Cost Management** |  | In 1999, Alibaba Group received a USD25 million investment to improve the domestic e-commerce market in China.  In 2005, Yahoo! invested in Alibaba through a variable interest entity (VIE) structure, buying a 40% stake in the company for US$1 billion.  In 2014, Alibaba purchased 25% stake of Hong Kong listed Chinese department store chain Intime Retail.  Then in 2017, Alibaba and Intime Retail paid HK$19.8 (USD 2.6 billion) to take the store chain private. |  |  |  |
| **Project Quality Management** |  | Plan quality management | In 2010, Alibaba launched AliExpress.com, an online retail service made up of mostly small Chinese businesses offering products to international online buyers. It is the most visited E-Commerce platform in Russia.  In 2014, Alibaba launched US shopping site 11 Main. The 11 Main marketplace hosts more than 1,000 merchants in categories such as clothing, fashion accessories and jewelry. | Additionally to the opened shopping site, more categories are added to match the variety of product sold by merchants. |  |
| **Project Human Resource Management** |  | Human resource planning. | On 4 April 1999, Jack Ma and his team of 17 friends and students founded Alibaba.com. | On 10 September 2019, Jack Ma retired.  Daniel Zhang became the head of the company. |  |
| **Project Communications Management** | Guide for what information to communicate , who is to do the communicating, when to communicate it and to whom to communicate | Provide contact information for all stakeholders directly involved in the project. | identifying all project stakeholders, the project manager will communicate with each stakeholder in order to determine their preferred frequency and method of communication | Guide for what information to communicate , who is to do the communicating, when to communicate it and to whom to communicate |  |
| **Project Risk Management** | Conduct or update organizational risk assessment for each business | Draft risk plan to mitigate, avoid, transfer, or accept risk at each tier business line and asset. | Alibaba built a fraud risk monitoring and management system based on real-time big data processing and intelligent risk model | Control the risks.  Always maintain their big data from being accessed by malicious intents. They used AntBuckler as fraud prevention to protect their big data. |  |
| **Project Procurement Management** |  | Alibaba plays an intermediary, as online platform, to connect the seller and buyer directly | Adopts concepts from Service Oriented Architecture and Micro-Service Architecture | Control procurements |  |
| **Project Stakeholders management** | Identify stakeholders (Softbank Group, Joseph Tsai, Altaba, Blackrock Inc....) | To continue to grow the Alibaba Digital Economy and safeguard the interests of all its stakeholders | Manage Stakeholder engagement (CSR, Campaign, speech, etc.) | Control the stakeholder engagement |  |