1. What are alibaba’s various components?

Look at theories we discussed in class (value-chain theory), situate what we found in research on value chain

1. Do not need to define these things

Just “Alibaba demonstrate…”

Give justification to answer: why you think that’s the case, examples

Use Gallagher’s 4 points

Ex. Be specific “cdc demonstraetes blah because of its ability to blah…”

Use sources, “the authors indicates…”

Use examples. “for instance, when blah….author thought blahh…”

1. Don’t need to define the triangle

Give overview of how this framework relate to Alibaba

Investigate what is their overarching business strategy

Use own research to demonstrate how their operation strategy supports that

1. Don’t need to define porter’s 5 forces

Apply to case of Alibaba

Be explicit

Geography (global, China), a particular component of their business model

Brand, economy of scale, switching cost, distribution channel, vertical integration, network effect

Must address all 5 forces, up to you to decide if they are doing well or at risk at these 5 forces

Use notes on Netflix

1. List the three things out specifically and why are they most critical

Make a connection with something discussed earlier – identify where they weren’t doing well and focus on that

1. Pick one and go deeper

What would it take to make this happen

What would budget, timeline look like – long/short term, low/high cost