

ABSTRACT

The development of economy and the progress of science and technology for electronic commerce has opened up a very broad prospects, under the influence of the global trend of informatization drive, electronic commerce of all countries continuously improve and perfect, e-commerce has become one of the symbols of advanced productivity of the 21st century. As an internationally accepted information age business mode, e-commerce concept is continuously thorough popular feeling. In our country, the development and popularization of computer and network technology, electronic commerce rapid rise, online trading development also into a new step. Alibaba is the emerging e-commerce enterprises in our country, the speed of its development is one of the fastest in the domestic enterprises, through Alibaba's culture, history, business and scale, more highlights the necessity of the development of e-commerce. The further development of e-commerce has sparked a widespread and profound business change. E-commerce as one of the important business activities of online transactions,Its existence in the huge economic potential, many companies are tempted into making Alibaba e-commerce development in a favorable environment, though the new economic condition of business form has a bright future, but it also faces many problems. The dotcom bubble of China electronic commerce, at present already entered the stage of steady development, future is very promising, but the development of e-commerce in the future road, is still a lot of the problem. Alibaba's e-commerce is a use of modern scientific means such as computer and network technology in business activities, in the new economy and promote economic showed enormous energy, but the defects and deficiencies in the process of development.Through the analysis of Alibaba e-commerce environment, put forward the Alibaba e-commerce development strategy. Now, therefore, should be the development trend of electronic commerce, sorting out the existing problems and put forward the corresponding countermeasure, thus more conducive to Alibaba e-commerce under the new situation of the continuous, rapid and healthy development.