




Alibaba Executive Program

The Exclusive Workshop and Training for CEO

Next Batch -> 23-28 March

@ Alibaba Head Quarter (Xixi Campus), Hangzhou, China

Learning the *Alibaba Way* to Sustain Your Business Globally



Overview

Alibaba is one of the greatest companies in the world and a leader in the space of technology and e-commerce. Through our international network to the global leaders and companies we are able to bridge a partnership & offer a way to learn from the best in the business. London Tower Capital sees the importance and focuses on developing people & skillsets in developing countries like Indonesia.

We value this opportunity and would like to support and help our network of Indonesian businessman, entrepreneur, investors & e-commerce enthusiasts. With our international network of partners in China & Thailand we are able to form a partnership with TeC & Alibaba group to offer the Alibaba Managerial & Executive Programs for Indonesian participants. The know-how, deep learning and connections made during the course will help the attendees to better able to adapt to the changing technology landscape in the online media and better prepared for the future.

-> You will get Certificate from "Alibaba Business School"

-> Course will be held in Alibaba Headquarters Hangzhou, China with Alibaba business leaders and corporate trainers, we arrange the trip for you.

-> Learn the dynamics of international cross border business/
international business from the best

-> It is a complete package of offering Learn, Explore & Grow with Alibaba business leaders

-> You Network with the best of Chinese counterparts and explore potential for professional and business life



Course Objective

- To allow participants to understand the latest business and trends in the matter of the internet and online market era 4.0
- Insights into business concepts for the new retail business (New Retail), data or large data management (Big Data), Marketing 4.0 (New Marketing), borderless trading methods (Cross-Border) including the concept of online commerce (e-Commerce) which can be applied to various businesses.
- To study, learn the framework of ideas and management about online businesses
- To study, understand and adapt to the e-commerce business in management and understanding of team or organization creation
- To achieve digital transformation goals, online branding and the creation of information marketing and brands that are beyond the factors and impacts on the market and organization
- To increase the potential of business strategy, management and brand building as well as creating ideas for managing business in the digital age

Course Highlights

- Alibaba Executive Program is a course approved by Alibaba Business School.
- Ready to receive an official "certificate" certified by Alibaba Business School
- Courses designed and developed by Alibaba Business School, which has more than 10 years of experience in e-commerce business with e-commerce business operators in China
- Enhance knowledge skills in the area of Marketing trends and e-commerce
- Understand planning and establish e-commerce business strategies from certified teachers by Taobao University
- Learning is integrated study visit, discussion and real-world learning

Who Should Attend

- Business Owners and CEO who interest to do cross-border trade through e-commerce
- C-Suite level that involve in strategic planning
- Cross-border business entrepreneurs
- Retail business operators





Curriculum

1. Alibaba's Economy and New Retail Experiences

- o Enhancing the overall understanding and business direction of major companies like Alibaba
- o Access to corporate management guidelines, Corporate Culture and Alibaba's Core Values
- o Access to Alimama, a marketing platform and learn new retail businesses of Taobao Collection and Hema

2. Sharing Insight "Survival Principle of Electronic Commerce - Thinking Decides the Way Out"

- o Enhance understanding in the e-commerce business environment in China
- o Principles for successful development of guidelines with new retail business ideas
- o How to use Big Data, Cross Border Trade Concepts and New Marketing

3. Sharing Insight "Internet Business Operations"

- o Revealing practical tips for running a successful online business.
- o Study the concept of online operation
- o Understand the steps and skills of working online

4. Sharing Insight "Internet Branding and Planning"

- o Insights into branding and online marketing in the digital age
- o Study of product planning, trading strategy through online world
- o Access to principles and methods of placement of content or brand content

(The program will be conducted in Mandarin with English translation simultaneously)

PROGRAM

DAY 1

14:55 - 19:35

Flight to Hangzhou

DAY 2

09:30 - 10:00

Explore visitor center of Alibaba Group's Xixi campus

10:00 - 11:00

Understand Alibaba Group's core business-with live data screen

11:00 - 12:00

Organization and Culture of Alibaba Group

- Corporate culture and core values, organizational and development system, etc. of Alibaba Group'

12:00 - 13:00

Lunch Break

13:30 - 14:30

Access to Alibaba's service platform - Alimama (marketing platform)

14:30 - 15:30

Sharing of outstanding operating agencies (with marketing expertise)

15:30 - 16:30

Experience new retail-Taobao collection&Hema

17:00 - 20:00

Sightseeing in Hangzhou

DAY 3

09:00 - 12:00

Rules for Surviving in E-commerce - Result is Decided by Thinking

- The history and ecology of E-business in China, E-business environment in China;

12:00 - 13:00

Lunch Break

13:00 - 17:00

Rules for Surviving in E-commerce - Result is Decided by Thinking

- Internet strategic layout;
- E-business way of thinking (new retail thinking, big data thinking, cross-border thinking and new marketing thinking)

17:30 - 20:00

Sightseeing in Hangzhou

PROGRAM

DAY 4

09:00 - 12:00

Internet Brands/Product Planning

- Positioning of Internet brands;

12:00 - 13:00

Lunch Break

13:00 - 17:30

Internet Brands/Product Planning

- Contents of Internet brands;
- Marketing of Internet brands;

DAY 5

09:00 - 12:00

Practical Internet Business Operations

- What is Internet business operation;
- On-line operation ideas;

12:00 - 13:00

Lunch Break

13:00 - 17:30

Practical Internet Business Operations

- Steps and skills of practical on-line operation.

Program may change as appropriate

TeC

Thailand e-Business Centre



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Alibaba
Business School