
阿里巴巴营运能力研究

摘要

随着我国经济体制的逐渐改善和利益世界一体化的转变，在宏观的市场经济环境之下，企业的经营情况越来越困难多变，行业之间的斗争压力也随之加强，而企业要在这紧张的国内与国际市场中得以生存，就要有效的运用各种经济资源，营运能力分析作为一种提前发现问题的方法，大家对它的关注也增加，于是如何做好营运能力分析并提高营运能力就变得尤为重要了。做好运营能力分析能够加强对企业制度的管理、提升企业在行业中的地位以及规划好企业未来的发展前景。营运的能力是对企业整体能力的概述，如果企业资金运转效率更高，流动性好，则意味着该企业营运能力越好。而企业资金的运转能力和生产、供应、销售产品的每一个步骤都息息相关，其中随意某个步骤发生错误都会导致营运能力效率低。本文就是对阿里巴巴营运能力进行研究以及对阿里巴巴的各种数据进行简要分析，找出企业内部存在的问题并提出一些改善问题的方法建议。

关键词：阿里巴巴；营运能力；经济体制

ABSTRACT

With the development of our nation economic system gradually increased and the interests of the integration of the world, under the market economy of macro environment, the enterprise the management situation more difficult fluid, pressure has been strengthened, the struggle between the industry and enterprise to in order to survive the intense domestic and international market, to effectively use all kinds of economic resources, operational capacity analysis as a way to identify problems in advance, there are growing concerns about it, so how to do operation ability analysis and improve the operation ability becomes especially important. A good operational capability analysis can strengthen the management of the enterprise system, enhance the status of the enterprise in the industry and plan the future development prospect of the enterprise. Operating capacity is an overview of the overall capacity of the enterprise, if the enterprise capital operation efficiency is higher, good liquidity, it means that the enterprise operating capacity is better. However, the operation capacity of enterprise capital is closely related to every step of production, supply and sale of products, among which any error in any step will lead to low efficiency of operation capacity. This paper is a study on alibaba's operating capacity and a brief analysis of alibaba's various data to find out the internal problems and put forward some Suggestions to improve the problems.

Key words: Alibaba; Operation capability; Economic system

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