

Fado Joint Stock Company's online export solution for Vietnamese businesses through the Alibaba e-commerce platform

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Abstract: This topic aims to research and propose effective online export solutions for Vietnamese enterprises through the use of the Alibaba e-commerce platform. The practical context has demonstrated that accessing international markets via e-commerce platforms is increasingly important for the business development of domestic enterprises. The main objective of this topic is to identify and evaluate the potential of Alibaba in the process of online export; thereby, building a support system for Vietnamese enterprises to optimize the export process and enhance their competitiveness in the international market. The research method applied combines theoretical and empirical research to ensure the comprehensiveness of the proposed solution. The expected results from this topic will contribute to promoting the sustainable development of Vietnamese enterprises in the context of economic globalization, while providing enterprises with valuable suggestions on how to maximize the benefits from the Alibaba e-commerce platform.

Keywords: Online export, E-commerce, Alibaba, Vietnamese enterprises