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**「A Study of Alibaba Logistics Strategy in Comparison with Amazon Japan」**

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**[Abstract]**

Nowadays, e-commerce has developed rapidly. This social environment has brought great opportunities and unprecedented challenges to the logistics industry. Alibaba, a Chinese e-commerce company, uses existing logistics systems to establish a convenient social logistics platform. Through the online ordering and express information, cooperating with the express company to relax the distribution pressure. Amazon Japan, a Japanese e-commerce company, uses original logistics systems with a warehousing license. There are nine Fulfillment Center (FC) in Japan, which are original distribution centers for consumer satisfaction by Amazon Japan. FC is automated with the most advanced systems and equipment, moreover it is a logistics base with the most advanced hardware and software such as a manufacturing premise. In this study, we compared Alibaba and Amazon Japan, analyzed the existing problems of Alibaba, and find the appropriate solutions. Finally, we find the future direction of development.