

# Company strategy Report of Zain Telecom Company

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## Abstracts

Zain Telecom is a telecommunication company that is linked with mobile telecom. It operates in mainly North Africa and Middle Eastern zone. It alters its name as from Mobile Telecom to Zain Telecom in the 2007. It is the first company in the Kuwait launches commercial GSM in the Kuwait. It uses several social media sites and channels for the promotion and publicity of their offers. The main purpose of the use of the social media for the Zain Telecom is to make the clients aware of the products and offers, to stay competitive in the market, to show the diverse strategies of the company, to show internal strengths of the company etc and for this purpose the active social media the company is using is the face book pages and advertisement (Zain, 2016).  
Cont... (750 words of this Report)

## Contents

Group Members Names:

Executive Summary:

Selected organization:

Active Social Media Venue:

Strategy Concepts:

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