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Abstracts

The business strategy selected for the Fitness App is the cost leadership strategy that aims at providing the low priced fitness services to the people of the Kuwait with the high quality and improve services. The purpose behind this is that the company will earn the competitive edge in the industry by controlling its cost and make available the low priced services to the target markets. Cont... (500 words of this report)

Contents

Introduction

Causes of the selection of cost leadership strategy

There are many causes of selecting this business strategy for the business such as People are mostly linked to middle class and this strategy will be affordable to the people of the Kuwait.

Low cost will assist the business in gaining competitive edge as we will not compromise on the quality of the services and this will appeal more clients as they can get better services at low price.

Low cost means more clients so this strategy will assist us in gaining more clients for our business.

This strategy is aligned with the business as the business nature allows us to control the cost.

Porter's 5 Forces Model

Customers – Customers are price sensitive and if they get the desired and high quality services at the low priced they will remains loyal. Mostly people belong to middle class in the Kuwait and this strategy is perfect as it make the app affordable for them.

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