

# Marketing decisions for new business -Kitchen Water Filter

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## Abstracts

The world is witnessing the changes in the technology, population and pollution. Water pollution is increasing day by day with the enhancing businesses and companies and this make the world to have impure water for drinking. The impurity in the water is the cause of the various diseases as cancer, lungs problems, kidney issues etc (John F, 2016).

Creativity and Innovation are the main parts of any growing and well performing business. We are also starting a new business that is based on the innovative and creative products. In the last decade, Kuwait witnesses the various technological changes and the new era of the technology and advancement is seen in the country that also influences the taste of the people of the country. In this report we will elaborate the different aspects of our selected product that is "Kitchen Water Filter".

(continued...)wordcount of report 1000 words

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