

# Marketing decisions related to New Product Launch, Multitask Digital Computer

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Date: July 2022

Pages: 7

Price: US\$ 20.00 (Single User License)

ID: MB34CD0E6E5AEN

## Abstracts

Technology is the dynamic element that needs continuous changes in the business environment. Computer is the biggest blessing of the modern time that speeds up the business processes. Creativity and Innovation are the basic needs and supplements for the business world and the customers now focus and follow the innovative trends in the markets. Now the word fashion trend is replace with the innovation or creativity trend (Marshall H, 2014). We are designing the specific product that is a computer but can perform different tasks at a time. It is capable to processing the information entered in the discrete format and can provide the speedy information to the user. It is highly convenient for the users. In this deliverable we will discuss the different aspects in relation to the product design and environment such as the product idea, components of the product selected, internal and external environmental analysis, competitors etc. (continued...)wordcount 1000: words

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