

Marketing Plan of Online Business

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Date: January 2017

Pages: 8

Price: US\$ 46.00 (Single User License)

ID: M929D7AE377EN

Abstracts

Talabat.com is a modern and advanced form of business in the Kuwait that is a one stop online shopping business and it lined the customers to various restaurants and makes them able to get their desired food and services. It came to existence in 2004 and give new meaning to the electronic marketing businesses in the Kuwait. It has various 1900 restaurants of various food styles and taste such as American restaurants, Chinese restaurants, Egyptian style, Iranian taste restaurants, Mexican restaurants, Thai restaurants, Turkish restaurants and includes various food items and styles such as fast food, frozen food and various other style of food for the customers. Electronic marketing refers to the form of marketing of the business with the help of the electronic media and the internet. The arrival of the internet has great influence on the business world and it changes the trends of the business environment and the electronic media is one of the biggest revolutions of the time. It is the convenient and easy format of marketing the business that is also characterized with the control cost factor and provide the wide access to the customers through the use of internet in different parts of the world (Talabat.com, 2016). Cont... (2000 words of this report)

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