

New Product Development, YOURS KW Operations Management

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Date: January 2017

Pages: 9

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Abstracts

The main aim of the project is introduction of a new cellular company “Yours” Kuwait. That is going to offer the services that are not offered by the existing competitions in the region. The special low cost packages are unique services of the company for the family and friends. They are offered at low costs and there are special systems for the kids that have age less than 15 years is available that will help in finding them if they are misplaced by means of GPS the parents can keep their track even if the cell phone is off. The company name suggests that it is only for the people and for their benefit.
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