

New Product Launch Project, Planner Application, Online Planning Service

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Date: January 2017

Pages: 7

Price: US\$ 35.00 (Single User License)

ID: NBF9BEE11C3EN

Abstracts

Competitive analysis give description of the competitors of the company and it include both direct and indirect rivals in the industry. The competitive analysis of the Planner app is showing that it is the unique and different concept and the industry is not much saturated so the number of the rivals are small that is favorable for the company. The company is aim at getting the leading edge in the Kuwait and the presence of the few indirect rivals in the Kuwait is quite suitable for the goal of getting leading position in the industry. The indirect rival of the company includes the event management organization in the Kuwait that also provides the online booking services our app is different and unique from them. Cont... (1500 words of this report)

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5.4. USE THE “VALUE CHAIN ANALYSIS” TO IDENTIFY, DEFINE, AND ANALYZE THE CORE COMPETENCIES OF YOUR COMPANY.

5.5. INTERNAL ENVIRONMENTAL ANALYSIS

The deficiencies of the Company

Measures to address the deficiencies

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