

# Smart Cart - New business - Diversification Strategy

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## Abstracts

The selection of appropriate and accurate corporate strategy is essential to convert objectives into outcomes. There are different corporate level strategies are used by different companies. Market development, product development, market penetration and diversification are main corporate strategies that are selected according to nature and type of business. A strategy in which all strategic plans and decisions that are developed by the corporation that impacts the whole corporation is known as corporate level strategy. Different functions are performed in different divisions and departments. In order to complete the recent project, the diversification strategy will be used. In order to implement the idea of Smart Cart (New Business Idea), the diversification strategy will be used. (Continued...) Wordcount of report: 750 words

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