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Abstracts

Kuwait witness the decade of digitalization and technological advancement and enter new digital era. People have high income level with increasing use of the online and digital applications and on the basis of this we started “Woothemes” that is a site for making people sale anything that they want to sale. For attaining market data and opinion of potential clients, online survey were conducted and identified that the target audience use the media as social media, television, internet etc. Cont... (500 words of this Report)

Contents

Initial market research

Strategy and tactics

Execution of strategy

Media mix analysis

Timeline of events

Evaluation tactics

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