

E-COMMERCE
STRATEGY FOR CLARITY IN PAKISTAN AND EXPECTED
OUTCOMES FOR THE COMPANY



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ABSTRACT

This document demonstrates the usefulness of the traditional marketing model in developing e-commerce marketing strategies for Clary Icon. This project report discusses four e-commerce frameworks and integrates them with the traditional marketing model (product, price, promotion, and distribution) for Clary Icon in order to develop a complete framework. Further this report will discuss that how the e-commerce strategies could be applied to a real company using the integrated framework. Numerous strategic frameworks have been proposed to help organizations market themselves on the Internet (Kalakota and Whinston, 1997; Rayport and Sviokla, 1994). Many of these strategic frameworks represent new versions of familiar themes in the marketing process. This project will show that by integrating the new strategic frameworks with the traditional marketing model a more thorough framework can be developed. Then, the integrated framework will be applied in the analysis of e-commerce strategy for *Clary Icon*, an established consumer products company that has begun to formulate its e-commerce strategy.

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