

"(Pakistan a green field of opportunity for security companies A case study of GSS)"



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Abstract

Even though a great deal of studies have been done on promotion of services , we believe that security companies in Pakistan have been neglected in the area of market promotion and have a plenty to gain if they are advertised in the correct way.

Our research efforts have driven us to the conclusion that greater revenue can be generated, if tailored marketing tools are used.

Detailed quantitative analysis of the different problems that the companies face was undertaken for the purpose of providing recommendations .