

Gift Card Strategy Comparison

Gift Card Value:

Traditional: \$100

New Strategy: \$100

Buyer Incentive:

Traditional: None

New Strategy: \$2.50 separate card

Potential Customers:

Traditional: 1

New Strategy: 2

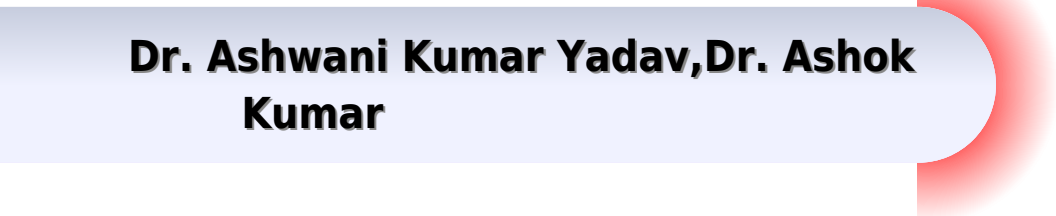
Likelihood of Return Visit:

Traditional: Low

New Strategy: Higher

The Gift Of Strategy

**Dr. Ashwani Kumar Yadav, Dr. Ashok
Kumar**



The Gift Of Strategy:

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of the huge changes that are taking place in the social environment at the present moment With digitization permeating every aspect of modern society such as molecules digital marketing is becoming increasingly popular Furthermore it is a factor that even companies that operate in environments that are very technologically advanced are susceptible to As a result of the eagerness of customers to enter the digital era businesses that serve them are increasing their utilization of the Internet in order to get ready for the future of business Figure 1 1 In the world of business the era of real time has arrived Rather than being assessed in hours or days the market s reaction to changes in the competitive landscape the amount of time it takes customers to make decisions and the amount of time it takes consumers to get a response are all increasingly measured in minutes and seconds As of right now the Instance Competitive Advantage is being considered a pair despite the fact that they appear to be incompatible with one another In the event that businesses do not promptly respond to the requirements of their customers they will lose clients and fall further behind the competition As a result of the instant connectivity offered by mobile Internet user scenarios have become more significant and have integrated people and machines into one

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