

Everything Emirates. As you know, the shop is in the Dubai Mall and has operated for five years. We have 15 employees who work in the shop, a finance manager, and you. In the past five years, many new shops that sell gifts for tourists have opened in the Dubai Mall. It means an increase in our competition.

We want more people to know about the business. Therefore, we are going to start selling items online. It will help us to achieve the aims and objectives of the business.

At the moment, Priceless Presents have a 15% market share in the tourist gift market, and we want to compete with them. I am asking you to create a marketing campaign that will help Everything Emirates to do this. We will still sell products in the shop, but we want the marketing campaign to focus on the new website.



Strength



Weakness



Opportunity



Threat