*College of Administrative and Financial Sciences*

E-Marketing 301

ECOM 301 Project Assignment

ECOM 301

E- Marketing

CRN # 20712

Submitted by:

**Executive summary**

**Introduction**

Jarir Bookstore is a company based in Saudi Arabia. It’s a market leader in middle east in IT products, electronics, office supplies, books and others. Jarir at present expanded more than before, they are dealing in wide range of products:

1. Office supplies.
2. Arts & Engineering.
3. Arabic & English books.
4. Telecom & Smartphone.
5. Electronics & Video game.
6. PCs & peripherals.
7. Computer supplies.
8. Educational toys.
9. Schools supplies.

Jarir Bookstore has been very successful due to their great strategy that relying on the innovative product mix, and their rapid response to change in the local market.

**business summary**

Jarir Marketing company also known as Jarir Bookstore. The company was first founded in Riyadh, Saudi Arabia in 1974 as a small bookshop.

The CEO of Jarir company is Abdulkarim Alagil  
, the president of marketing is Esam Al-Hasan, digital marketing manager Nora Alagil

Jarir headquarter and office is located in Al Olaya , Riyadh, Saudi Arabia. It has 48 branches in Saudi Arabia, 3 in Qatar, 4 in Kuwait.

Jarir mission statement is to become number 1 source of knowledge, productivity tools and entertainment to our customers. they believe they can help every individual to become better, after each visit to Jarir, by learning new things and being more informed of things they love.

**SWOT Analysis**

|  |  |
| --- | --- |
| **Weakness**  **-** family company  - distributing its products.  -physically buying.  - seasonal sales.  -Higher prices for some goods  -Too much stock in inventory  -Low after sales services | **Strengths**  - A lot of branches  - “not just a book store”  - Very good quality products  - good business reputation  -Diversity of goods  -Strong customer relationships |
| **Threats**  - Competitors.  - Limited Arabic books.  -price war with other competitors.  -Too many competitors.  -A competitor opening new branches in a nearby location  -Low demand of some product | **Opportunities**  - Library  -Jarir bookstore is one of the Apple’s products distributors.  -loyal customers.  -products are reliable.  -High demand of new smart phones  -New branches in different locations |

**Target Market**

1-Employees and office workers

2-Students

3-Readers and scholars of knowledge

4-Formal painters and artists

5-Technicians and people interested in personal computers and mobile

6-Gamers

**The marketing goals and objectives**

1. To remain a leader in the quality of the service provided to our workers.
2. We offer our customers high-quality products that are better priced.
3. to be the market's lead in office seminars, it products, Books.
4. to respect the unilateral initiatives of our employees and to provide them with opportunities for growth.
5. to build a strong management team with effective leadership skills.
6. to achieve growth and profit as a means of achieving the goals and values of our company.
7. Building awareness
8. Enter new market internationally or locally
9. Lunch new products and services.

**E-marketing mix strategy**

Digital product:

Jarir have an application that you can order from it anything you need, and they will deliver it to you. Also, you can buy any software by a code and it will be downloaded in your computer easily. And if you like to read a book and you don’t have time to pick it up, you should buy it online and the book will be in your computer or iPad.

Digital Promotion

Jarir use a lot of promotions they advertise in many places in social media like Instagram, Twitter, Snapchat and TV magazines, outdoor, and radio. That why everyone knows Jarir bookstore. They pick the most influence in social media and make them the influencer for Jarir.

Digital CRM

Jarir satisfy their customers by strengthen relations with them in social media (twitter, Instagram and so on). also, by promoting and protecting their rights such as; call center, customers can ask question in twitter and Jarir will answer them immediately, customers can call to complain the company will take a stand. Jarir also commit to participate in every Saudi celebration (Eid, Ramadan, National day, etc.)

Digital Price

Jarir offers special price for the online store and free delivery, they have a loyalty membership that’s offer 10% off.

Digital Place

they have a website https://www.jarir.com and they have application that you can download it in your phone.

Place:

Physical stores in Saudi Arabia, Emirates, Kuwait and Qatar. Soon will be on Egypt.

Jarir Bookstore have website and some account in social media such as

(twitter, Facebook, Google+ and ask.fm).

**Budget**

**Marketing Channels**

The digital marketing platforms are integrated and the platforms are:

1-website

2- twitter

3- Instagram

4- Facebook

5-Content creation

Every piece of content you create including

e-newsletters...,

Expand your reach and increase website traffic by:

Expand your reach and increase website traffic by:

1-Use On-Page SEO

2-Use Social Media Posts with Hash tags

3- Start Email Marketing

Let your followers do the work

Three words: user-generated content. The people who follow and engage with your social media profiles are smart, and bonus, they’re already interested in your company. Use their photographs, reviews and opinions to create brand-new content. To find the best content, try the following:

Let your followers do the work

Encourage followers to use one dedicated hash tag and then monitor it closely.

Invest in a social listening platform.

**Evaluation plan**

Before Jarir’s website was not up-to-date and used to lack technological service, but now they have Started advertising through Twitter and Facebook and others. Also, they have Made an application called “Jarir Reader”.

future

- Working on an online shopping.

**Summary**

This marketing plan report for Jarir bookstore will introduce the services and products that Jarir Bookstore offer. The report will give an overview of the business in general from company name to its SWOT analysis. it will describe the targeted market, and the marketing objectives and goals. The report will also include Jarir Bookstore market strategy, budget, marketing channels, and evaluation plan.

Resources