



WHY MOST ONLINE BUSINESS FAILS, AND HOW TO DEVELOP A
SUCCESSFUL ONLINE BUSINESS USING RIGHT INTERNET
MARKETING STRATEGIES

By

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Abstract

On that project we can see the reasons why most online business fails and how to some other makes lot of money from the advantage of online market, the protagonists of that project are Vangelis optical house and Theo. Theocharidies optical, both of them are based and have local optical stores in Cyprus, after the past of the years and the internet renovation they have decide to goes online and exhibit their products on the online global market. The two companies are using completely different internet marketing techniques in order to promote their items and archives more sales on the online market.

On the following project we can read for the different online marketing methods that used on each company and analyze their websites in order to clearly understand the marketing techniques of each company and the important role of each technique.

Traffic and sales statistics are also provided in brief in order to see the performance and status of each company, and understand which online marketing technique is productive and bring positive results to the company.

Finally analysis and comparison using SWOT analysis is also available in order to help us recognize easily the strengths, weaknesses, opportunities and threats of each company.