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[Business](#), [Company](#)



\n[[toc title="Table of Contents"](#)]\n

\n \t

1. [Introduction](#) \n \t
2. [Exploring Company's website](#) \n \t
3. [Work cited](#) \n

\n[/toc]\n \n

Introduction

Companies have invested in Internet for several reasons considering Internet has proved to help them achieve their long term goals. In this paper, the researcher will explore www.kenyaairways.com website to explore its goals and how Internet is helping it achieve the goals.

Exploring Company's website

According to , the two goals of their company are to offer a standard service to boost clients' experience and to offer the finest value by setting up effective experience. According to internet technology has a great impact to the way companies are performing in businesses especially when marketing themselves, they attract more customers. Also, customers have all the information they need about the company from their website. In addition listed benefits of a company's website which include customers use internet to search for information that is doing research first before purchasing a good, website bringing revenue to a company by marketing. However, website saves the company time instead of doing traditional marketing, they market themselves in Internet. Website also builds credibility of a company because the company gets to be well known by clients from in all parts of

the world.

For Kenya Airways to attain their goals, they have used their websites to reach clients in all parts of the world and save them time by making them book for a flight online without going to their offices for booking, they have also provided clients with all information they need about them and their services. In their website, they give information on noteworthy offers for travelling. They have also, built corporate image to themselves through Internet. In addition, Kenya airways build its mission by providing jobs through website advertisement. The only loophole is that there are no forums to enable clients reach them when they are in need or dissatisfied with their service.

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