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Introduction

CanGo is an organization that is involved in the online business. The company seeks to increase its business especially in online gaming. Thus, it has sort the expertise of APlus Consulting to develop strategies that will enhance its online image and business performance. The young generation customers dominate the online gaming industry. This market seems to be expanding at a high rate and organizations such as CanGo can maximize their profits if they align their goals and strategies to focus on tapping this huge market. Online business models differ from traditional business models. CanGo needs to provide the customers with what they want and this will be achieved by having adequate knowledge on the gaming behaviors and characteristics that the young generation want in their games To ensure success, CanGo hopes that services from APlus consulting will provide useful information that will ensure that the company's online performance is improved. To do this APlus will be involved in conducting a SWOT analysis for CanGo Company.

Conclusion

There is high competition in the online business, organizations need to have strategic plans that will improve and boost their revenues by guaranteeing growth in the various online business ventures they undertake. CanGo will have to focus on improving their user experience in their online gaming venture in order to tap in the expanding online gaming market. As such, they need to focus on improving the gaming features if they are to attract the young generation. Market segmentation will be critical in identifying

potential new markets that have not yet been tapped. Consequently, Can Go will have to focus on ensuring that design is executed well and testing done on time to ensure that customers enjoy stability.