

# Enhancing Boot's UK Online Store during Pandemic through Integrated Business Strategies

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## Abstract

Competition is a social process that competes with one another to achieve certain victories and will never disappear from the business world. Having companies is like a competition and fair competition will have a positive impact on companies, therefore the ability to compete using appropriate and mature strategies to win the competition is highly needed. But due to this pandemic there are some limitations and are impacting businesses and investor community across the world. However, Companies should increase their sales and make it balance and constant as possible, but the pandemic has already negatively impacted the global economy as a whole. Here I am going to deliver about how boots could increase its online sales during this pandemic through integrated Business Strategies. By having steps in all chapters explaining each variable, such as Content marketing, Event Marketing, Campaign Activation and lastly recommendation and conclusion based on my ideas for the company to be applied. Data collection will be done by studying the company's annual report, surveys, and analysing the consumer behaviour through the internet. The data that has been collected will then be discussed and analysed to provide recommendations and proposed solutions for boots. The expected outcome of the research is hoping that boots could gain more customer engagement, attraction and satisfaction through the marketing strategy ideas that are out of the box that will eventually enhance boots online sales through the studies, research, and analysis that is going to be collected.

## Keywords

Business Strategy, Marketing strategy, Consumer behaviour.

## Biography

**Ananda Nurhafsah** is an Undergraduate Student from University of Hull majoring in International Business and Bandung Institute of Technology majoring in Business Management. Finishing her Bachelor Degree in three years with Second Class (Division 1) Bachelor of Arts with Honors in International Business and 3.29 GPA from Business Management. Graduating from Sabis International School in United Arab Emirates with a Sabis High School Diploma in 2018. During High School and University, She participated in many organizations such as the student life organization during her studies. Her research interests include in Business Marketing, Strategies, International Business and which solution should be given.