* In this research, the most important points and outputs that were made from the analysis of the internal and external environment will be highlighted in addition to defining the main objectives of the campaign that will be the reference for the following tasks, and the full resources required to accomplish the mission will also be determined.
* Low level of employee satisfaction.
* Gaining time by changing customers' mental image before direct competitors emerge.
* Utilizing the revenues to cover the deficit caused by COVID-19.
* Get the latest technology that can help retain and keep existing customers.
* It will help the company financially, which will enable it to do what is needed to keep existing clients.
* It will influence the company financially in terms of providing the necessary development and campaigns to keep the clients.
* Negative customer perception of the brand will affect their retention, especially when a direct competitor enters the market.
* Retaining customers will be more difficult when a direct competitor enters the market.