

This example thus thoroughly addresses process innovation in both production and advertising. 1 strategy, detailing the problem solved, added value, and relevant theoretical frameworks. Production Method and Operations Efficiency Jarir's e-commerce platform also introduced efficiencies in inventory and supply chain management, addressing operational challenges associated with its traditional retail model. Theoretical Frameworks Lean Management and CRM theories are linked to illustrate how the innovation supports Jarir's competitive strategy, reduces waste, and boosts customer engagement. Advertising Strategy The e-commerce platform also acts as an advertising strategy innovation, enabling Jarir to engage customers directly online, offer personalized promotions, and expand its market reach. This location-based targeting allowed Jarir to serve ads effectively and increase the likelihood of reaching users interested in specific product categories, significantly boosting sales and engagement across these regions. By centralizing orders through Jarir.com, the company streamlined logistics, reduced in-store stock dependency, and optimized inventory distribution across multiple locations. Process Innovation and E-commerce Transition Jarir Bookstore has strategically invested in e-commerce to improve customer accessibility beyond its physical stores. Using tools like Google Ads' location targeting, they were able to reach and convert customers from these remote locations, showcasing products that might otherwise be unavailable in their areas. 2.3.4.5