

5.6 Legal Strategies and Planning

The section of legal strategies shows that how the company is going to deal with the legal issues and legality of the country, while remaining in the boundaries of law. The legal strategy has two major benefits; the first benefit is that by applying the precautions of legal affairs, company would keep its reputation intact in the market and would save the cost of legal hearings and actions in the future. The other benefit is that customers would be more attracted towards the brand, if the company abides by all rules and regulations of the business law. The strategies, policies, and precautions that company is going to implement in its company are mentioned below. There are five major 'legal strategies' that company would follow; the first is that all of the online transaction would be done within the limits described in the law, and all of the transactions would be governed according to the legal statements of the specific country. The second precaution is about the security of the data of employees and customers both. Company would keep the data of customers and other related stakeholder protected according to the rules and regulations of the specific country, in which it operates. The third precaution or strategy is that the business website will offer a disclaimer and use policy that clearly spells the services, and information, which the company may use and need. The fourth is about the protection of the intellectual property. It would be the responsibility of the company to protect the intellectual property of the company, which includes the patent, copyright, trademarks etc. Company would also take care that the content played in the advertisements is not based on the false claims, and would not mislead any individual in any country. Similarly, it is also the responsibility of the company to exclude the abusive, immoral, or offensive content from the advertisement.