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| * Manufacucturers
* Distributors
* Payment service providers
* Web services providers
* Advertising agents
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| **Denmah Chain of Stores** |



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| * Consumers
* Internet users
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| * Develop website
* Maintain website
* Marketing
* Listing of service providers
* Uploading products
* Warehousing services
* Delivery services
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| * Buying access to different products from different sellers
* Inform customers on new product listing
* Reduce the burden of moving to different physical stores for price or product comparison
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| * Online mass customization
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| * Manufacturers
* Website developers
* Hosting servers
* Payments services
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| * Website
* Social Media Platforms (whatsapp, facebook etc)
* Google ads
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| * Website designing and hosting
* Delivery services
* Marketing
* Warehousing services
 |

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| * Commission on sales
* Promotion of certain products
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