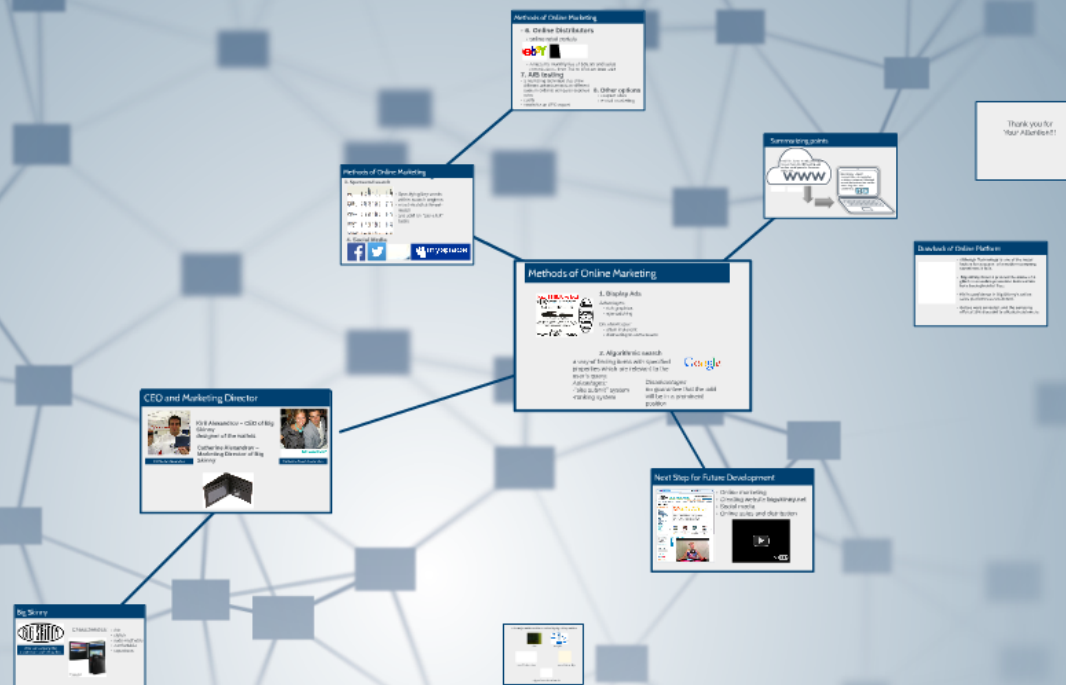


Online Marketing at Big skinny

Management of Information Resources
Fall 2015
Instructor: Agassy Manoukian

TheCasesolutions.com

Group members: Syuzanna Babajanyan
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Big Skinny



American company that manufactures and sells wallets.

Characteristics:

- thin
- stylish
- easy-washable
- comfortable
- capacious



CEO and Marketing Director



Kiril Stefan Alexandrov

Kiril Alexandrov – CEO of Big Skinny
designer of the wallets

Catherine Alexandrov – Marketing Director of Big Skinny



Alexandrov²

Catherine Brown Alexandrov

