In this competitive business world, all the industries need prominent strategies to earn a competitive advantage. Mobile Technology plays a vital role in providing business operations more effective and smooth, whether it’s a small, medium or large-scale company, they need to promote their business so that users can easily get all required information about our offerings and us. There is no doubt that mobile apps are changing the relations between users and service providers. Industries are using mobile technologies in the form of application in their smart phones to promote their successful business. Mobile banking platform provides convenience and 24/7 access, builds a more meaningful relationship with their customers. They simplify banking services with improved security. Mobility has made learning convenient and affordable in the current age. E-learning is one of the most popular educational trends since past few years. From paying online bills to buying grocery products, everything is being ordered from mobile apps. Most of the people found this method too easy to place a food order online which save them huge time. Travelers are using mobile apps to plan their trips in a cost savvy way. Many useful features like weather forecast, map features, hotels, restaurants, shopping places can help a traveler. The mobile app provides up -to-date information about new collection of clothes, shoes, accessories, hand-bags, and more. Online shopping is getting famous day-by-day and people are using online shopping apps frequently to meet their daily shopping needs. Online shopping has an edge over traditional shopping as it is more convenient, offers a large variety, no crowds and makes discreet purchases easier. The innovative and interactive mobile business apps help retailers to show all the information related to their products with a 360 degree.