

Advertising Campaign of Carrefour

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Abstracts

Carrefour is a retail store that offer grocery and house hold items at economic costs, the retail segment is growing at the rate of 6.7% and people gave good per capita income yet the decline in oil prices has caused the serious cut on nations' deficit. This has caused the trend of consumers to use more economic consumer goods. By keeping in view this the need of people to acquire every day consumables at low costs "Carrefour" has decided to develop a marketing campaign focused on price conscious middle class segment of Kuwait. (continued...)wordcount of report: 1200 words

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