

Apricot Hotel Kuwait, Marketing Strategy

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Abstracts

The project is about the launch of Apricot Hotel in Kuwait. It's a luxury hotel and its marketing plan is outlined by explaining the organizational chart, then carrying out pest, SWOT and competitors analyses. After that SMART marketing objectives are set, Creating marketing team, Continuous communication and team building by interactions, Development of marketing strategy (targeting, segmentation, pricing, service channels, promotional campaigns), Carrying of pre launch promotions and final Launch on 1st November 2016 after that Post launch promotions are discussed with the steps in implementation process. Cont... (1000 words of this report)

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Marketing Strategy

Apricot Hotel

Executive Summary

1. ORGANIZATIONAL CHART

2. SITUATION ANALYSIS

3. MARKETING OBJECTIVES

4. MARKETING STRATEGY

5. MARKETING PLAN IMPLEMENTATION

References

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