

# Business Plan for Marketing Agency Company Kuwait

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## Abstracts

Marketing agency is the unique form of business in that the company will provide the creative and different marketing strategies, campaigns and plans for the different businesses in the Kuwait. It will include the different type of plans and analysis to check the feasibility and the implementation of the plans so that to start the business of the marketing agency in the Kuwait. It will include the detailed analysis of the marketing plan, human resource plan, operational plan as well as the financial plans and will identify the mode of implementation of these plans under different departments of the company. Cont... (3600 words of this report)

## Contents

### 8.1. INTRODUCTION

Situational Analysis for Marketing Agency

SWOT analysis

Opportunities Analysis

Targeting and Positioning Analysis

Marketing Strategy

Marketing Budget

Table 1.1: Marketing Budget

Promotional Budget Segregation

Table 1.3 Operational Plan of Marketing Agency

Table 1.4 is showing the monetary anticipations for five years of the Marketing Agency

Start up cost and Capitalization

Financial Plan

Implementation

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