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Abstracts

Business term paper on Kuwaiti Danish Dairy Compnay

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1. Select a business in consumer product industry. It can be a current business in Gulf region or it can be a concept of start up. You must choose something which your company does not currently offer?
2. Discuss resources and capabilities of company, as well as any barriers to trade, transfer of knowhow or investment relevant to your company resources and capabilities?
3. Who are key competitors for the two selected nations?
4. Recommend a strategy (Export or FDI) for GCC business to enter in two selected countries and briefly state how strategy will be implemented?
5. Discuss marketing mix(Four P's of Marketing) for two selected countries?
6. Discuss the differences and similarities in strategies and marketing in two selected nations. What general recommendations you can give for similar business to go into foreign markets?

References

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