

Kuwait Danish Dairy Company, strategy analysis

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Abstracts

Kuwait Danish Dairy Company is a dairy corporation of the Kuwait that started its business operations twenty two years before by setting a business corporation in the Kuwait. It is among the top and largest dairy product manufacturer in the gulf region that include wide range of the food products and beverages in the Middle East including the Kuwait. It operates in different countries of the gulf region and also have plan for expanding its business operations in the coming time period of 3 years. It deals in more than sixty products and all of the product lines are related to the food and beverages. The main products of the company are the juices, olive oil goods, full cream milk, Laban, flavored milk, culinary, ice cream etc and it set its positioning as healthy dairy and food products producer and it is the sole provider of the fresh milk in the Kuwait and gulf region. The major favorable edge of the Kuwait Danish Dairy Company is the top and leading position of the company in the Arab zone with highly diversified product profiles, creativity and innovativeness in the recipes, highly reputed brand with high brand recognition, strong good will and the foreign investment opportunities that support the financial scenario o the corporation (KDDC, 2016). The main goal of this report is to evaluate the logistics, expansion and other type of the strategies of the company. The report is divided into different sections and every section elaborates different information about the Kuwait Danish Dairy Company. The first section will elaborate the logistics management and location strategy of the company, the second section of the report include information about expansion strategy, third section include product and merchandizing strategy, fourth section include criticism on the website of the Kuwait Danish Dairy Company and then the concluding remarks will be included. Cont... (2000 words of this Report)

Contents

Company's History:
Location and Logistics Management Strategy:
Expansion Strategy:
Products of Company and Merchandizing Strategy:
Company's Website Analysis:
Communication Strategies:
Conclusion:
References:

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