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Kuwait Flour Mills & Bakeries Company - Market Expansion

https://marketpublishers.com/r/KC0DE4C3065EN.html
Date: July 2022
Pages: 22
Price: US$ 40.00 (Single User License)
ID: KC0DE4C3065EN

Abstracts

The Kuwait Flour Mills and Bakeries Company are providing eatable products such as oils, bakery products, flour, macaroni and flour products from many years in Kuwait. The company has a monopoly in Kuwait and now the company is planning to expand the business. The main objective of this report is to explore probable opportunities available for the Kuwait flour Mills and Bakery Company. The market selected for expansion is Rwanda.

In this reports, PESTLE analysis, cultural factors, COO, competitive analysis and strategic recommendations have been discussed in detail. The Rwandan market is selected for introducing eatable products as Rwandans are poor and starving. (continued...)wordcount of word: 3000 words

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