

Marketing Audit Report for Eastern Farm company Kuwait

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Abstracts

Introduction: The Eastern Farm Corporation of Poultry is one of the famous poultry company in the Kuwait that have set its prominent image in the market and it came into existence in 1974. The main tasks associated to is the import and distribution to the ministries of health, veterinary clinics, super markets and agriculture department. They have three major poultry farms where 50- 60 thousand chicks produced regularly with the help of the large incubator and it have then many outlets for the sale of the chicken and delivery system is very strong. They have best business associations with Qatar, Saudi Arabia, Iran, Oman, Jordan and Bahrain (Eastern Form Company for Poultry, 2015).

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1. INTERPRET TRENDS AND MARKET DEVELOPMENTS

Statistical analysis of market data is used to interpret market trends and developments
Market trends and developments are analyzed for their potential impact on the business
Measures of central tendency or dispersion and correlations between sets of data are used for quantitative interpretation of comparative market data
Qualitative analysis of comparative market information is performed as a basis for reviewing business performance
The market performance of existing and potential competitors and their products or

services are analyzed, to identify potential opportunities or threats

Analyze qualitative results

Performance data is analyzed from all areas of the business to determine success of marketing activities

2.2. Over-performing and under-performing products and services to be considered are identified for redevelopment or withdrawal

Existing and emerging market needs are forecasted based on information available using forecasting techniques

Report on market data

References

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