

Marketing mix of Arabica coffee Kuwait

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Abstracts

There are various coffee shops and restaurants in the Kuwait but % Arabica coffee has its own unique and special place in the industry. In the current time, this popular brand is recognized in the Kuwaiti markets because of its special coffee flavor. The coffee shop was started by the Kenneth Shoji who belongs to Hong Kong. Arabica is a special form of the coffee that is basically indigenous to the forests of the Ethiopia. The price for the % Arabica coffee is somehow more than the prices of the other coffee shops in the Kuwait but the people of the Kuwait show willingness to pay more for having premium quality products as the people in the Kuwait are not price sensitive but are quality sensitive. The % Arabica coffee is successfully operating in the gulf region as in Kuwait, UAE, and Oman and is also operating in other corners of the world as Japan, China, and France etc (Arabica, 2017). In this report we will focus on the four major sections. The first section of the report is elaborating the product and services in detail, product recommendations and the fact as how the product is good enough for satisfying the needs of the target market. In the second section of the report the pricing strategy is discussed along with the pricing recommendations and the fact as how the pricing is good enough for satisfying the needs of the target market. In the third section of the report, the distribution channels are elaborated along with the discussion of the logistics management and the recommendations for the sound distribution for the company. Finally the promotional mix is discussed in the final part of the report along with the discussion of the recommendation. In this way the whole report is organized.

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