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Marketing Mix of McDonalds Kuwait

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Abstracts

In this report the marketing mix of the McDonalds is elaborated in detail. The report will be divided into five major parts. As in the first part we will describe the products and offerings of the McDonalds as how the company uses its products to satisfy the customer's needs along with the recommendations. In the second part of the report, the pricing strategies of the company will be discussed in detail. The third part of the report will include the distributional strategies of the McDonalds. The fourth part of the report will be associated to the promotional tools and strategies of the McDonalds. The final part of the report will include the concluding remarks on the marketing mix of the McDonalds. Cont... (2000 words of this report)

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Contents

Executive Summary
Introduction
Product Factor Analysis
Price Factor Analysis
Place Factor Analysis
Promotional Factor Analysis
Conclusion
References

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