

# Marketing Mix of Pick Yo Company Kuwait

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## Abstracts

PICK YO is one of best and established food company of Kuwait. This is domestic company of Kuwait that is proving diverse production in different regions of the Kuwait. The company completely understand the needs and requirements of the customers and provides appropriate products as per requirements of the customers. The main objective of PICK YO is to give the fittest frozen yogurt in different regions. This yogurt is produced in the kitchen of the company which is completely hygienic and purified. The company is providing products and services since 2010. In the Kuwaiti food market, the company possess significant market share as it provides products according to needs of customers (About us, 2016).

In this report, the marketing mix of PICK YO will be discussed in detail. First of all, the product of the company will be discussed in detail. Numerous features and qualities of the commodities will be highlighted. After that, the numerous factors of the price will be discussed. The pricing strategies used by PICK YO in order to serve target market are analyzed in detail. Place is considered another essential factors. The distribution factors, logistics and supply chain of the PICK YO will be demonstrated. After that, promotional strategies used by the company are highlighted in detail. The marketing mix is considered essential. All factors of marketing mix will be demonstrated comprehensively. (continued...) wordcount of report: 2000 words

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