

# Marketing Plan of a new business, Leela Perfumes

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## Abstracts

Leela Perfumes is a company with unique and different product lines of special perfumes that will mainly include the two product lines that are Arabic perfumes with heavy smell and French perfumes with 122 different slight smells. The company aim at serving initially the customers from the Kuwait and make them familiarize with the unique and trendy perfumes of Arabian and French style. The pricing strategy to be used by Leela Perfumes will be values based pricing, direct and online distribution strategy will be used, advertisement, social media, sales promotion etc will be used as promotional tools and the company will focus on two product lines. The main marketing goals of the company include the market leadership in future, market share of 33% till 2018 and to get occupancy rate of 35% in coming period of time. The company will focus on joint and team efforts for implementation of the plan and set standard criteria of inspection of performance. (continued...) wordcount of report: 2000 words

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