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Abstracts

Audi is one of the sub divisions of Volkswagen, it has main office in Ingolstadt in Germany, it has production facilities in China, Hungary, Germany and Belgium, and the products are Audi (Q5, A 4, A3 and A5). In Kuwait the dealer is Fouad Alghanim & Sons Automotive and they deal in all products of Audi officially. In this report a detailed marketing plan of Audi in Kuwait is explained.

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