

Marketing plan of New business, Detox factory

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Abstracts

The marketing plan for the detox juices and teas of the Detox Factory is carried out in detail in this marketing report. The main findings of the report will include the customer analysis as the customer of the company is the people of the Kuwait from 10 to 16 years who are diet and health conscious. Situational analysis evaluate the main strengths and weaknesses along with the opportunities and threats for the company and also evaluate the external environmental factors of the company and find out them highly supportive for the marketing environment of the company. On the basis of the marketing plan it is recommended that the company must try to overcome its weaknesses as have to add more promotional tools and to enhance the market size for their products and the company also needed to control the rivalry threat by keep improving and making this brand name different in comparison of the rivals. Cont... (3000 words of this report)

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