

Marketing Report - Kuwait Danish Dairy Company

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Abstracts

Kuwait Danish Dairy Company started its operations 22 years before by establishing a company in the Kuwait. It is the leading and largest producer and distributor of the food products and beverages in the Middle Eastern zone. It deals in almost sixty different product lines and all are relevant to food. The purpose of this report is to analyze in detail the marketing activities and position of the Kuwait Danish Dairy Company.

The major products and services of the Kuwait Danish Dairy Company include food products such as juices, ice creams, olive oil products, full cream milk, Laban, flavored milk, culinary etc. It deals mainly in food products and set its image as the leading brand of the food products in the Middle East (KDDC, 2016).

The main strengths of the Kuwait Danish Dairy Company include the leading position in the gulf region, diversified portfolio of the products, innovativeness in recipes and creative products, high brands repute with strong goodwill and presence of foreign investors that results in strong financial position of the company while the main weaknesses include the use of low automation and advanced technology, highly expensive structure, overdependence on single product format that is food products and high competition in the industry.

The company uses the image positioning strategy and through this strategy the company set its image as the leading brand of the food and beverages in the gulf region. The positioning map of the Kuwait Danish Dairy Company is showing that the company position itself as highly family oriented and high affordability elements that make it different than other rivals in the industry. It aligns its position with the family oriented that show high concern for the families by also considering their affordability and the purchasing power to buy the products of the company (KDDC, 2016).(continued...) wordcount of report: 1300 words

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