

Marketing Strategy of Apricot Hotel in Kuwait

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Abstracts

Apricot Hotel is a well known name in the Vietnam that going to be launch in the Kuwait. Apricot hotel will step in the Middle East by establishing a small hotel in the Kuwait as in the November 2016 with the aim of positive profitability, introducing the Kuwaiti people with the taste of Vietnam and fusion of Arabian food with English and European style of food (Apricot, 2016). Cont... (1500 Words of this Report)

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