

New Business Launch, Kout Airlines

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Abstracts

Kout Airlines is a unique and different business we are going to start in the Kuwait. Kout Airlines have a high potential and attractiveness for the clients because of its unique and different concept of speedy services and avoid transit breaks and to connect our country with the 200 destinations all around the world. In this report we will discuss the various aspects associated with the Kout Airlines. In the first deliverable we will discuss the business idea along with different plans, environmental analysis that will include the external and internal environmental analysis. In the second deliverable we will discuss the business level and the corporate level strategy for our business and in the final deliverable we will focus on the various business plans in detail on forecasted basis that will include the operational plan, marketing plan, financial and human resource plan and in this way we will evaluate the potential of the Kout Airlines. Cont... (7500 words of this report)

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