

New Product Development Spencer Car Company

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Abstracts

The Spencer Car focuses on Kuwaiti markets and then plan to move to Middle Eastern countries. Spencer Car plan to enhance the market share with 40% in initial three years and profit earnings with 5% on annual basis. Cont... (1500 words of this report)

Contents

Distribution of Roles:
Submitted to:
Date:
Marketing Plan
Situation analysis:
Product:
Price:
Distribution or Placement:
Promotional tools:
Marketing budget:
Human Resource Management
Organizational structure:
Job analysis:
Recruitment plan:
Training and development:
Performance management:
Compensation:
Operational Plan
Financial Plan
Profit and Loss Statement:
References:

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