

New product Development, Trolly Market Kuwait, Market Development

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Date: January 2017

Pages: 10

Price: US\$ 35.00 (Single User License)

ID: N242D9810B6EN

Abstracts

Trolley stores were established in 2010 in Kuwait, they provide every day consumables to particularly Students of university, given the increased trend of technology, retail sector growth, health consciousness, and use of internet are main environmental factors and trends that offer the opportunity to open new stores on gas stations, provide organic and environmental friendly products and use online distribution channels. This will help the company to attain 15 % return on investment by 2018, capture 20% share in convenience retail market, and introduce 15 organic and pure food items i.e. 5 varieties of juices, 4 varieties of edibles and 6 varieties in packaged food items. Open convenience stores on 3 gas stations in this year and start online operations and capture market of 20-45 years old consumers that have greatest inclination to use internet and technology. Marketing mix will be developed accordingly along with proper implementation and evaluation plan. Target consumers will be students and busy job holders looking for convenient access to everyday use goods in Kuwait. Every day consumables (Juices, packaged food, edibles, magazines, organic and pure food), as these products are most demanded by consumers that are in universities, gas stations and shopping malls for every day used. TV, newspaper, social media and pamphlets will be used for promotion, place of availability will be Kuwait, high low pricing will be used. Evaluation will be done by checking elements of marketing plan against criteria in terms of market share and ROI. Cont... (1500 words of this report)

Contents

Executive Summary
Situation Analysis
Environmental analysis
Main Trends in industry
Competitor's Analysis
Circle K
Sultan Center
SWOT Analysis
Strengths
Weakness
Opportunities
Threats
Marketing Objectives and Marketing Opportunities
Market Objectives
Marketing Opportunities
First Opportunity
Second Opportunity
Third Opportunity
Marketing Strategy
Profile for best and Customer
Target strategy
Positioning strategy
Marketing mix
Product
Price
Place
Promotion
Market Implementation Plan
Evaluation Plan

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