

Opportunity Analysis of Al-Ghanim & Sons Automotive Kuwait

<https://marketpublishers.com/r/OC17C1158188EN.html>

Date: July 2022

Pages: 9

Price: US\$ 26.00 (Single User License)

ID: OC17C1158188EN

Abstracts

Yusuf A. Al Ghanism & Sons Automotive is a luxurious automotive car company in the Kuwait that started its operations in 1932 as an exclusive automobile dealer in the Kuwait. The company deals in various reputable automobile brands as General Motors, Chevrolet and Cadillac and it is the initial dealer of the General Motors in the Kuwait. It is also providing the rental and car financing and leasing services for the clients along with the spare parts, paints and other services. The differentiation edge of the company in the Kuwait is its quick and speedy services that differentiate the company from the other companies of automobile in the Kuwait and it dealing in reputable and top brands of automobile is another distinctive and competitive edge for the company. The main goal of the report is to evaluate the three identified opportunities in different manners and perspective so that to make inspection as which of the opportunity is the most appealing and attractive in the current scenario of the products and customer's base for the Yusuf A. Al Ghanism & Sons Automotive and which of the opportunity can add a new chapter of success for the company. For this purpose we will evaluate the three selected opportunities from different perspectives in this reports as according to the risk associated, investment needed, customer's opinion, external environmental factors etc and then in the final section of the report we will rank the opportunities according to its benefit for the company. (continued...) wordcount of report: 2000 words

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Return on investment = Revenues – Cost of goods sold / Cost

For Introducing ZR1

For the introduction of the new Cadillac sedan:

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