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Philip Morris Kuwait, Marketing Mix Decisions

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Abstracts

Philip Morris Kuwait is a well-known and reputed business corporation that deals in providing tobacco and tobacco products for the customers. It is a famous brand that involve in production of the cigarette that named as Marlboro cigarette produced under the brand name of the Philip Morris. It is a wholesale trade business in the Kuwait. Philip Morris has special marketing teams and marketing manager for dealing all the matters with this respect; however the major marketing decisions are taken with the involvement of the senior management of the company (Philips, 2016). In this report we will focus on analyzing the major marketing mix decisions of the Philip Morris with respect to different aspects. The report will be divided into different parts and sections. The first section of the report will elaborate the product factors of the Philip Morris in detail with respect to features, benefits etc. The second section of the report focuses on describing the price factors with respect to strategies and approaches adopted by the company. The third provide information about the placement factors of the company and the fourth section provide information regarding the promotional factors and elements of the company. Finally we give concluding remarks on the marketing mix decisions of the Philip Morris. (continued...) wordcount of report: 2000 words

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