

Project on Cinescape Kuwait, intial market reseach

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Date: January 2017

Pages: 2

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Abstracts

In Kuwait now people are becoming more open minded and there is huge trend of watching movies. The people have good per capita income level and they have more inclination toward getting quality entertainment time. For the purpose of obtaining the market data and perceptions of potential consumers, surveys were conducted to check their inclination for going to Cinescape. The most used media by the target audience is mobile apps, social media and television. Cont... (500 words of this Report)

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