

# Shahina Company Kuwait, Marketing Audi Report (4000 words)

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## Abstracts

Shahina Company is a new corporation in the market of Kuwait that is connected to the provision of food stuff to the people of the Kuwait. The main business line of the company is the provision of the different style and taste of food. The company is currently focusing on creating a particular image in the market in the presence of many strong rivals with strong foot prints in the industry. In this report we will evaluate the importance of the marketing audit, method and type of marketing audit and we will prepare a base that will evaluate the marketing audit tactics of the Shahina Company (Kuwait Yell, 2015).

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### **1. INTERPRET TRENDS AND MARKET DEVELOPMENTS**

Statistical analysis of market data is used to interpret market trends and developments  
Market trends and developments are analyzed for their potential impact on the business  
Measures of central tendency or dispersion and correlations between sets of data are used for quantitative interpretation of comparative market data  
Qualitative analysis of comparative market information is performed as a basis for reviewing business performance

The market performance of existing and potential competitors and their products or services are analyzed, to identify potential opportunities or threats

Analyze qualitative results

Performance data is analyzed from all areas of the business to determine success of marketing activities

2.2. Over-performing and under-performing products and services to be considered are identified for redevelopment or withdrawal

Existing and emerging market needs are forecasted based on information available using forecasting techniques

Report on market data

References

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