

Situational Analysis of Meme's Curry Restaurant Kuwait

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Abstracts

The trend of eating is changing as people require more hygienic commodities and products. Meme's Curry restaurant is one of best restaurants in Kuwait that provides Japanese specialized curry in Kuwait. In this report, a comprehensive situational analysis is conducted in order to make extensive marketing plan of the company.

The report contains three parts. First part offers internal analysis of Meme's Curry restaurant in which mission, objectives, resources and marketing mix of Meme's Curry restaurant have been discussed. In 2nd part, external analysis such as market situation, competitors' analysis and customer's analysis have been discussed. In 3rd part, SWOT analysis of Meme's Curry restaurant is discussed. This is comprehensive report that play vital role in making marketing plan of Meme's Curry restaurant.

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Interview

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