

Targeting and Competitive Analysis Zain Telecom Kuwait

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Abstracts

Zain is the new and high potential company in the Kuwait. It has a prominent market share in the Kuwait and also in the countries around the world. The Zain Telecom adopted the demographic, psychological and the geographic segmentation for targeting the markets for the company. On the basis of the geographic segmentation Zain Telecom targeted the markets of the different countries around the Middle East is Saudi Arabia, Jordan, Sudan, Kuwait, Iraq etc. The main targeting of the Zain Telecom on the basis of the geographic segmentation is the countries of the Middle Eastern zone. On the basis of the psychological segmentation the Zain Telecom target the people who want speedy internet services and the low priced packages with the excellent services. On the basis of the demographics the people of the age range from the 16 to 60 years are targeted who can avail the services of the Zain Telecom. The people of the Middle class and the lower class are the main target markets of the Zain Telecom as the company provide the quite affordable packages and the rates. Professional people, businessmen and other people are included in the target markets of the company as the company provides the business deals, personal packages etc for the people of the Kuwait. The people of both gender is targeted by the Zain Telecom (Zain, 2012). Cont... (750 words of this report)

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