

# **TMA - B 203 A, Kuwait Food Company Americana, Supply chain analysis Essay**

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## **Abstracts**

The Industry of the Kuwait Food Company Americana is much saturated with many rivals in the industry and the currently the industry is on growing mode and have a lot of potential for the food business. The chances of new entrance are low due to high restrictive barriers a high capital and skills. The supplier's power of the industry is controlled through presence of the many suppliers in the industry and the products are also identical. Kuwait Food Company Americana is a corporation of the Emirates that establish itself in different parts of the world with many food chains. Americana group is associated with the restaurants, fast food and consumer foods and have many global food chains franchises like KFC, Pizza Hut, TGIF's, Krispy Kreme and Hardee's. In 1970, Kuwait Food Company Americana introduces in the Kuwait and in the same year it started a new era of successful journey in the Kuwait and from that time to the current time the company is succeeded in maintain its image and reputé as successful company in the kuwait. The major rivals of the Kuwait Food Company Americana include the McDonalds, Knout Food Company, Starbucks Corporation, Quick Food SA, Burger King Worldwide and much other type of the local restaurants in the Kuwait. Kuwait Food Company Americana have more than 45% share of the local market of the Kuwait that make it leader of the food chains in the Kuwait. Kuwait Food Company Americana deals in different types of the products like chicken nuggets, chicken fillets, hamburger, fries and many other deals. It is the favorite place for the people of all age, child, youngsters and even the old people love their taste. It's a unique brand name in the Kuwait (Americana, 2015). Recently I have experience the chicken nuggets of the Kuwait Food Company Americana and I am in love with their taste, appearance, presentation and the texture of the food. This is the main thing that makes the company different than other rivals of the industry and I have a personal experience of it. Continues...

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