



The Body Washer: A Marketing Plan for the United Arab Emirates

By Matthias Beer

GRIN Verlag Gmbh Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.7, University of applied sciences, Munich, course: MBA, language: English, abstract: The Body-Washer has been introduced to the European market just lately aiming for the healthcare sector. Due to the versatile concept of the product and the ease of use additional interest from the hotel sector and from private households for wellness and nursing purposes arises. Furthermore, the Arabic peninsula, in particular from the UAE, has signaled interest in the unique product. Subsequently the UAE market in this regard is analyzed from two different perspectives. The analysis was done on a micro- as well as on a macro-environmental view. The investigations are on the company itself, the suppliers as well as customers and competitors on the one hand side and local aspects such as political, economic and social trends on the other. Together with the SWOT analysis of the product with respect to the UAE market a marketing strategy has been developed. As part of...



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