



Bury Al Arab. Marketing Research Report

By Kathy Morgan

GRIN Verlag Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Western Illinois University, language: English, abstract: Burj Al Arab, one of the world's foremost luxury hotels based in Dubai, is planning to expand its operations in an international market and Indian city Mumbai has been selected for the same. This is going to be a big operation for Jumeirah International, the promoters of the hotel. A strong market entry strategy needs to be selected, which needs to be complemented with an excellent marketing plan. Organisation structure will be chalked out which will show the control over the management and the involvement of partners. Logistics and supply chain are very important in the success of luxury hotel, which will again be a point of focus for Burj Al Arab when entering the Indian market. 28 pp. Englisch.



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