

## Al Kazemi Group

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## ABSTRACT

The study is about the Al kazemi Group in Kuwait. It is a large group and well knowned in service sector of the Kuwait. They are currently involved in the businesses related to shipping and logistics, travel and tourism, real estate, hospitality and FMCG (Fast moving consumer goods). N travel and tourism business they are working as the sales agents for many transportation companies like Royal Air Maroc, Aegean Airline and Egypt Air. In hospitality business they have established two hotels named as New Park Hotel and Latif Hotels. These hotels are considered among very top rated hotels in Kuwait. In the project the discussion is about the launch of bus service for the tourist in Kuwait. They could offer this service to the guests that stay in their hotels. They can make this service popular among the guests and the local citizens by providing it free of cost initially.

The Al Kazemi group is already very famous in Kuwait and have very strong market position. They can bear the cost or expenditures incurred on the startup of this bus service. In this study, there is a complete discussion about the target market for this new idea in the business and there will be a complete analysis of economic, social, political and environmental effects of this new business idea. According to the analysis of external factors, it has been analyzed that these all are favorable in this business to accept the new idea as there is capacity for starting this unique service to enhance the productivity and the profitability of the recent business. According to the technological environment, it is analyzed in this study that these are also favorable as the transport industry of Kuwait is outstanding. There are some risks to start this new idea in the business which includes the threat for failure and the low acceptability from the customer side. With the failure of idea, there is a risk for losing the huge amount of capital which is a great loss to the company. This idea is sensible as it is the demand of the customers of this organization as it has been providing tourism services to the customers and with the introduction of transport facilities to its customers, there will be increasing attraction as the customers do not have need to go for finding another company to get the transport services for the tour in Kuwait and in its popular places. As the concluded remarks, it has been analyze that this business idea is sensible and most suitable for this organization as it has the positive results for organization.

## Chapter One: Introduction

It is first and most significant part of this study which is related to the information of selected company. I have selected Al kazemi group in this study because it is related to the tourism industry of Kuwait. This industry is important to analyze in this country because there is high trend of tourism in the Kuwait. In the first part of this report, there is a complete explanation of Al Kazemi group (Alkazemi et al., 2017).

## Al Kazemi Group

Al kazemi group has been consider as the proud of tourism industry of Kuwait as it is the finest organization which has a great history in its background. It has been offering tourism and

hospitality services to its all customers. It is also offering the FMCG products to the customers in the country according to demand of the customers. It has been enjoying a great position and have a higher rank in the market of Kuwait by working in the hospitality industry of the country (Alkazemi and Saleh, 2019). It has been established in 1940 and has been providing initial services related to the solutions for shipping. It has a diversified position and products for the higher level of maintenance of its status for long time. It want to become a market leader from its startup which it has been enjoying at this time as it is providing a diversity to its all customers in the market.

It has been providing top services in the Kuwait and also working in the contracting organization. It is providing services of the real estate and in the hospitality industry. These all of the industries are important and have a higher value and position in the economy of Kuwait. It has a high focus on the innovation as the leading commercial organization in the country (Alkazemi et al., 2018b). It has been representing its services in the world as it has been working at international level in the 40 countries with the renewed companies. These companies include the ECP contractors, the manufactures and the service providers in the world. In the past decade from last seven years, it has been working for innovation in the organization because innovation is the important part for working. It has been continuously providing the entrepreneurial initiatives to its customers as there is application of innovation technology in the company and in its all of the modern business. It has been offering premium services with the premium products.

## **Vision of al kazemi group**

Vision is an important part to analyze the importance of the organization and to understand the objective of the company. There is vision of this organization which is as:

*“To become the premier as the market leader by providing reliable, cost efficient and timely services and solutions according to needs of the customers”*

## **Mission of al kazemi group**

Mission of this organization include;

*“To provide the best premium services for meeting the needs of businesses and individual clients and to maintain the status of company as the trusted partner in whole market”*

The mission and vision of Al kazemi group is showing the value of this organization for its customers as it has full focus on the needs of its customers in a proper way. It has been showing the value of this organization and its participation in the innovative services and focus for trust building in the international market. It is also showing the interest of this organization to become leader in a proper way.

## **Chapter Two: Background of Idea**

Background is related to the idea which has been presented in this study and which has been recommended to the organization for increasing its market value. This idea is the main part of this study as it has the meaning for startup by the organization. There is a complete analysis of idea that either it is sensible or not for the start by this organization (Alkazemi et al., 2018a).

## **Bus services to the tourists**

I have provide a most important and new idea to the organization which is about to the bus services as it can provide bus services to the tourists in the hotel. It has been providing hotel and hospitality facilities to its customers and it is better to offer the bus services for their visit. All of the visitors have to visit whole country and they need travel and with the traveling facilities, it can

increase its profitability and market value in the transport sector as it is not working in the transport sector of the country.

It has focus on the diversification but it is not offering the traveling services such as the bus services to its all visitors as they have a high need to visit the popular places. So it could be easy for the customers to get the pick and drop facilities by the same hotel in which they are living



(Gengler et al., 2018). By providing this service to the customers, it can enhance the trust of its customers on the company as all of the customers have no need to get to any other company for their visit.

### **Market opportunity analysis**

For the success of each idea to implement, there is need for the market opportunity analysis that either there is a space in the market or not for the application of idea. For this purpose, I have focus on the research of market. I focus on the analysis of target market as it has been analyze that this organization is offering the hospitality services and all of the tourists demand the traveling services to visit the places. So I focus on the tourists to get the information about the feasibility of the idea (Al-Qahtani et al., 2018).

I get information from the tourists of the Kuwait as I collect data by the random sampling. In this survey, I asked question about the need of the bus by this organization from its customers and according to the responses, it has been analyzed that all of the customers which are getting hospitality services from this organization have need to get the services of bus as it will be an easy way to visit the whole country. So it has proven that bus service is needed in the market by this organization and this idea is feasible to work.

### **Political environment**

According to the political conditions of the Kuwait, it has been analyze that it is growing country and there is stable transport sector which is working. It has been analyze that the political conditions for this idea are positive and favorable as it has been encouraging the tourists in the country. There is no restriction by the political party to start the new bus services in the country.

## **Economic environment**

Hospitality industry in the Kuwait has been adding a positive value to the economy of this country as with the tourism services, there are increasing number of the facilities for the tourists to attract the number of tourists in the country. It has been analyze that by the economic factors, there is a need for the bus services in the transport sector of the Kuwait. This factor is also favorable for the al kazemi group to start the bus services for its customers and provide these services to increase the number of customers in the hotel (Alkazemi et al., 2018c).

## **Social environment**

The social environment of the Kuwait is important and positive for the bus services in the al kazemi group because the population and residents of this country focus on the visits and for their visit, there is need for the quick services by the organization. There is high trend of the visits which requires the bus services by the highly ranked company. The social factors are important to consider as these are favorable for kazemi group to start this idea.

## **Technological environment**

Kuwait has been providing technological transport system to its all residents and the international tourists so the bus services based on the latest technology is possible by the organization. It also has the huge amount of capital to start this innovative idea as the positive turn to increase its number of customers. So there is high technology in the transport sector which will enhance the productivity of the company. This factor has been adding value to the need of bus services by the Al kazemi group (Alkazemi et al., 2016).

## **Chapter Three: Justification of idea**

Justification of the idea is most important because with the justification of the idea, there is focus on the acceptance and rejection of idea that either it has been working in a proper way or not. This justification is important for the analyzing importance of the idea. So there are none most important factors to justify the idea that either it is about to start and have the demand in this market or not. These nine factors are most important to consider as these will enhance the productivity level in a proper way. Here is a complete explanation of the nine factors to justify the idea.

### **Type of relationship with customers**

It has been analyze that relationship is important for the startup of any new idea in the organization. So the al kazemi group has been working with the customers of international level. It has been analyze according to its profile and customer review that it has a great positive relationship and trusted relation with its all customers so it is possible to accept the idea by the customer side. It also has the positive relations with the investors and other stakeholders so it is an important point that there is feasibility to start this idea (Al Nashmi et al., 2018).

### **Access to the customers**

It is a most important point to analyze that either the company has access to its customers or not. According to the analysis of this organization, it has been analyze that al kazemi has the positive review and it has a direct access to its all customers. It can get feedback from its customers as the direct way. It is easy for this organization to get the reviews about the new idea and aware to its customers related to new business for higher level of acceptance.

## **Passion for new business**

It is another point to justify the idea and it has been analyze that all of the business management is passionate and all of the management is working for the innovation in the organization. It has the higher level of acceptance by its management to start the new business. The higher level of passion recommend to this organization to start the new business which will enhance the productivity of the organization. This passion is important to start the new idea and this bus service will also provide the positive benefits to the management by increasing number of customers and higher level of satisfaction from customer side (Alkazemi et al., 2018d).

## **Available required skills**

The skills are important for any business. It has been analyze that for the bus services by this organization, there is need for the specific skills to hire. It has been analyze that in the country, there are many drivers which are available to run the buses in a perfect way. So it has been analyze that this idea has no difficulty to find out the skills to start the new business. It is a new positive factor which is suitable to start this new business by al kazemi group in the Kuwait.

## **Ability to validate the idea by company**

It has been analyze that there is need to analyze that either the company has validity to start the new business so it has been analyzed by the vision and mission of this organization as it is encoring its management to take initiates in the organization. So the company is in the favor to start the new business with the market opportunity that there is opportunity in the market to enter in the transport sector as it has higher level of market position and trusted value in the market (Noe et al., 2017).

## **Need for financing**

According to the financial position of this organization, this idea is feasible and sensible that organization has the ability to start a new business related to the bus services. It has a huge amount of capital to start the new business which is also demanding by the market. This market acceptance is encouraging to the company to focus on the new idea and start the bus services to get attraction of its customers and to provide easy rising to its all customers in the organization. There is no financial problem for the al kazemi group to start this new business.

## **Need for diversification**

Al kazemi group is already working as the diversification of its services. It has been providing diversified services and products to its all customers. So it is possible for this organization to get the higher level of advantage by the diversification in the market. With the new idea application, there is an opportunity to enhance its market position and start the business as the diversification and get the higher position in the transport sector of the Kuwait which is already demanding by the country and by its customers (Lee et al., 2017).

## **Size of market and the opportunity**

In the above sector of this study, it has been analyze that there is increasing size of the market in the transport sector which is encoring this organization to start its business sin this sector. With this new start, there will increase the profitability of the company. It is also analyze that this organization has the higher opportunity in the market for the new start up and with the demand of customers, there is also opportunity for new business. All of the customers are in the favor of this new business as it is direct benefit to them for traveling from one place to other as the visits.

## **Quality and quantity of work in market**

Al kazemi group has been providing great quality in its services and products. It has been analyze that with the market opportunity and quality demand in the transport sector, there is opportunity to start the bus services by the company and this service will provide the increasing number of customers. It is an attraction for the customers that they can get the traveling and tourism services at the one place and they no need to find out the new traveling services and have to pay them separately (Eikeland and Skjærseth, 2016).

## **Chapter Four: Idea application**

This idea is applicable in an easy way in the organization as this organization has been dealing and providing the tourism and hospitality services to the customers in the international level. It has already customers in the organization. Most of the customers are getting the transport services from the other companies as they have to travel from one place to other. These transport services are required by the each visitor. It is an opportunity according to the opportunity analysis in this study that it can provide the bus services to the customers. Application of this idea in not difficult as it is the need of the each customer in this organization. With the fulfillment of demand of the customers, there will be increasing level of opportunity to attract the new customers (Eikeland and Skjærseth, 2016).

It can start this business by getting a new bus from the transport sector of the Kuwait and by utilizing the contacts with the customers, it ca aware to its all customers that it has been offering the new services which includes the bus services. For this purpose, there is need for the marketing of the new services. It can aware the new customers and the existing customers by using the marketing means of the communication. With the effective utilization of the financial and marketing resources, there is possibility to start this business idea. It is important to get the test before the full implementation of the idea (Gaglio, 2018).

So at the very start, this organization should hire a bus in the rent from the rental organizations about the transport facilities. It should then provide and offer bus services to its customers. After a three month period for testing, there will be a complete information that either this idea is acceptable by the customers or not. If the idea is accepted and the customers like this service, then it is important to buy the new buses for this business and start the business at huge level. If the idea will not work, then it should stop at the initial stage and in this way, there will be no loss of capital (Wildavsky, 2017).

## **Risks associated with this business**

There are some important risks which are associated with this new idea to the al kazemi group. These risks are not at the higher level as there is a positive response from the market and there is higher level of sensibility in the startup of the idea. There is only one risk which is threat from the competitors in the transport sector of the Kuwait. The transport sector of this country is powerful and has the higher level strength. So with the start of bus services, there will be direct competition with the transport companies. So this threat will always with the bus services by al kazemi group in the Kuwait (Snihur et al., 2018).

## **Chapter Five: Recommendations**

There are some important recommendations to the al kazemi group to start work on this new idea which is related to the bus services in the company to its all tourists and national residents.

Al kazemi group should offer the free of cost or on the low cost services to the customers to get attention of the customers and to get the acceptance from its customers

Al kazemi group should start this business at the small level at its start up because it is important to test before launching this business idea at the small scale

It has been recommended to the al kazemi group that must start the market analysis and get the approval from the customers as it is need

It should test the services by using the rental bus at the very start of this new business

## Conclusion

It has been concluded that this business idea is important to start by the al kazemi group at national level. This organization is dealing with the diversity of products and services so, it is better opportunity for the al kazemi group to start this bus services in the organization for its customers. With the application of this idea, there will be increasing level of trust from its customers. According to the whole study, it has been analyze that this bus service idea is sensible to start the new business.

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