Analysis of panama based on the market attractiveness for zouk

The objectives of this report are to analyze Panama in detail in terms of its market attractiveness for ZOUK to penetrate into and to give substantial and relevant recommendations that would help ZOUK successfully. The report has undertaken only secondary research method through books and online references. The report will analyse the business environment using STEEP Analysis to evaluate the external factors such as socio-cultural, technological, environmental, economic and political, the SWOT Analysis and the Porter's Five Forces helps to better understand the industry context in which ZOUK operates.

These findings have helped the report gain more insights on both ZOUK and Panama. Next, under marketing strategy, the report will segment ZOUK Panama's target market into primary and secondary target markets. The report will further discuss on its marketing positioning using the market development strategy from Ansoff Matrix, its short and long-term marketing objectives and the marketing mix which comprises of service product, promotion, placement (distribution), pricing, people, process and physical evidence strategy.

Under planning assumptions, the report covers the projected sales and costs of ZOUK Panama as well as its sensitivity and contingency plans. Finally, the report will recommend on how the implementation and the control measures that ZOUK Panama will undertake to adopt a faster diffusion rate and to gain as much market share as possible in the short run.

To monitor the progress of ZOUK Panama, the following four key assessments are used; scheduled evaluation, comparison of growth between

countries that ZOUK are currently operating in, comparison of ZOUK

Panama's positioning with the positioning of competitors in Panama and

monitoring of its budgetary measures set out. Lastly, it was concluded that

Panama is the ideal country for ZOUK to invest its business in and this will be

the stepping stone of ZOUK to becoming a global brand.