



Don Quijote Company in the United Kingdom. A Marketing Plan

Enkai Zhang

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Seminar paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Master level, , course: Marketing, language: English, abstract: Don Quijote is among the leading companies in Japan. The company has more than 160 stores in the country with customers from various parts of the world. Apart from Japan, Don Quijote has other locations in other places such as Hawaii. Don Quijote produces and sells a wide range of products mainly groceries, electronics and clothes. The company is intending to expand its business by establishing more locations in other countries. United Kingdom is among the countries that Don Quijote is targeting to extend establishing its business locations. Research has shown that, there is a high demand for Japanese goods and services in the United Kingdom and so the company is intending to take that advantage of this fact in pursuing its growth. However, it is required for the company to conduct a market analysis before establishing the business in the United Kingdom (Wood, 2003). This paper contains an analysis of the United Kingdom market in three main perspectives; cultural, economic and market audit and competitive market analysis.

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