

innovative company



Brand: Mehta Solutions

Product Code: case246

Weight: 0.00kg

Price: Rs500

Short Description

innovative company

Description

innovative company CAST STUDY solution

Read the following text and answer the questions given at the end :

A small yet innovative company has developed novel spray glass cleaner that prevents the buildup of dust on Computer Screens and TVs.

- (a) Suggest some low cost ways the firm might effectively use to promote the product in the domestic market.
- (b) Outline the process involved in Media Planning for the same product.
- (c) If the same product has to be introduced in Rural Areas, how the media strategy will change in the context of rural Areas ? ,

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers