

Assuming



Brand: Mehta Solutions

Product Code: case257

Weight: 0.00kg

Price: Rs500

Short Description

Assuming

Description

Assuming Ltd CAST STUDY solution

Read the following case situations and answer the questions given at the end.

Mr. 'X' has developed a new product which will help people to get rid of the habit of smoking. The product is made of some herbs and has no side effect. Mr 'X' is now in the process of giving a suitable name for this Unique Product and subsequently wishes to market it in Western India. Assuming that you have been hired as a consultant, suggest suitable answer for the following questions :

Questions :

- (a) Suggest an appropriate name for the product and justify your choice.
- (b) Explain the SIP strategy for the above product.
- (c) How would you go about in creating awareness and educating the target audience for the product ?

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers