

## manufacturing



**Brand:** Mehta Solutions

**Product Code:** case268

**Weight:** 0.00kg

**Price:** Rs500

**Short Description**  
manufacturing

**Description**

## **manufacturing CAST STUDY solution**

**Read the case given below and answer the questions given at the end.**

(a) You have to export a heavy machinery from a manufacturing unit in Delhi to London. Assuming that the export is by sea, explain the effect of terms of delivery on the price to be quoted. You may take hypothetical figures for various cost components.

(b) An international toy company specializing in plastic building blocks and currently operating in the U.S. and Europe, now wants to enter Asian market. Propose and justify the ways in which the company can carry out market segmentation on the Asian toy market. Would you recommend product standardization or adaptation strategy to the company for the Indian market ? Justify your answer giving suitable examples.

### **Details**

#### **1. Case study solved answers**

**2. pdf/word in 24-48 hrs**

**3. Fully Solved with answers**