

XYZ



Brand: Mehta Solutions

Product Code: case271

Weight: 0.00kg

Price: Rs500

Short Description

XYZ

Description

XYZ CAST STUDY solution

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

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XYZ is a well known rice brand in North India. The company owning this brand now wants to enter the Ready-to eat food market. The company wishes to market both vegetarian (Vegetable, Soups, Snacks etc.) and non-vegetarian (Chicken Curry, Chicken Biryani etc.) food products on a national scale. Advise a promotional plan to the company covering the following aspects :

(i) Creative Messages for the Advertisement

(ii) Media Planning Strategy.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers