

Pioma Industries Ltd



Brand: Mehta Solutions

Product Code: case279

Weight: 0.00kg

Price: Rs500

Short Description

Pioma Industries Ltd

Description

Pioma Industries Ltd CAST STUDY solution

Read the following Case carefully and answer the questions given at the end.

Pioma Industries Ltd. has pioneered the soft Drink concentrate (SDC) category for the first time in India with a catchy brand name. "RASNA" and revolutionised the Indian beverages market during the 80's. The company subsequently leveraged the success of RASNA brand and extended it to other product categories like foods and ethnic foods. Looking at the product categories and also the range within each category a leading consultant has proposed the company to set up Rasna chain of retail outlets in a phased manner.

Questions

- (a) What kind of research you would propose as a consultant, before foraying into this line of retail business ?
- (b) Should the retail chain be confined to metro cities alone ? Justify your answer.
- (c) Prepare a suitable retail promotion mix for the firm.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers