

BUSINESS ENVIRONMENT



Brand: Mehta Solutions

Product Code: case1297

Weight: 0.00kg

Price: Rs500

Short Description

BUSINESS ENVIRONMENT case study

Description

CASE STUDY

In 2009, Malaren issued a recall for every stroller it had sold in the US for a decade, which came to 1 million units. The strollers were recalled so that a cover could be installed to prevent amputation of a baby's fingers, which could happen if the baby were to be in the stroller in the wrong spot.

As a luxury brand, this incident was damaging even though it was a misuse of the product and not a defect. Experts believe that Malaren did the right thing in the aftermath of the recall, asking for a fast track recall from the Consumer Product Safety Commission, and got out in front of the recall as it started spreading through the press, saving face and further embracing a mission of child safety.

Answer the following question.

Q1. Give an overview of the case,

Q2. In your opinion, whether recalling strollers for modification was a wise step or not, Comment with justifications..

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers