

MARKETING MANAGEMENT



Brand: Mehta Solutions

Product Code: case493

Weight: 0.00kg

Price: Rs500

Short Description

MARKETING MANAGEMENT case study

Description

A French company Allen Sunny Perfumes has introduced a perfume under the brand name RK, named after the charismatic celebrity Ranbir Kapoor. The perfume is available in two variants, RK Silver for men and RK Gold for Women. The perfumes are priced at Rs.5000 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities. Advertising is planned through television satellite channels and magazines.

Answer the following question.

Q1. Analyze the decision taken by the company to have Ranbir Kapoor as the brand ambassador of the perfume from the view point of “reference group behavior.

Q2. Discuss how the company could segment, target and position its market.

Q3. What type of pricing strategy will you suggest for the product?

Q4. What alternative promotional media you suggest to the company for its better placement?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers