

Detergent making



Brand: Mehta Solutions

Product Code: case86

Weight: 0.00kg

Price: Rs500

Short Description

Detergent making

Description

Detergent making CAST STUDY solution

Read the case below and answer the questions given at the end of the case :

NIKHAR DETERGENT : POSITIONING AND BRANDING OF DETERGENT

: Mr. Naresh Kumar started a detergent making unit in a small place close to Delhi. He was having experience in the production of the detergent and was not experienced in its marketing. He wanted to market this product to rural areas of Haryana and other villages close to Delhi. In increasing age of competition, the people can distinguish the products based on its brand name and qualities. In rural areas, people want branded detergents, as detergents have started replacing soaps for washing clothes-because of convenience and economy. You have been appointed as a Product Manager by Mr. Naresh Kumar to create a product marketing plan to market the detergent in rural areas of Haryana and Delhi.

Questions :

(a) Suggest suitable ways to Brand the detergent and ways to Position the same in rural areas.

(b) Suggest a suitable marketing program to build the sale of this detergent in the rural areas as identified.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers