

Homemade Icecream



Brand: Mehta Solutions

Product Code: case108

Weight: 0.00kg

Price: Rs500

Short Description **Homemade Icecream**

Description

Homemade Icecream CAST STUDY solution

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

Homemade Icecream Ltd : Homemade Icecream Ltd. manufacturer of ice-cream and frozen yoghurt was founded in 1998. It soon became popular with its innovative flavours, made from fresh milk and cream. The company currently distributes ice-cream, frozen yoghurt and novelty products nationwide, in super-markets, grocery stores, franchised

Homemade scoof shops, restaurants and other venues. Homemade's product strategy is to differentiate its super premium brand from other ice - cream brands. The brand image reflects high quality, uniqueness, and a bit of amusements. For example, 'Chubby Hubby' has chunks of chocolate covered peanut butter - filled crisp biscuits in a rich vanilla malt ice - cream. Other names in the company's line of Ice - Cream include Totally Nuts, Chunky Monkey, Super Fudge Chunk etc. The new product development and flavour naming process are a top priority at Homemade.

Questions :

(a) Does Homemade use an individual or a family branding strategy ? What are the relative advantages and disadvantages of the two strategies ?

(b) What are the characteristics of a good brand name ? How do you rate Homemade flavour names based on these criteria ?

(c) Homemade plans to introduce a sugar free, low fat Ice - Cream targetted at Calorie – conscious customers. How should it go about test marketing the same ? Suggest a suitable brand name for the new product.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers