

A company manufacturing



Brand: Mehta Solutions

Product Code: case182

Weight: 0.00kg

Price: Rs500

Short Description

A company manufacturing

Description

A company manufacturing CAST STUDY solution

Read the following case and answer the questions given at the end.

A company manufacturing biscuits now plans to launch a new range of biscuits targeted at health and calorie conscious customers as well as diabetics. The company intends to produce these biscuits with multigrains and lower sugar as well as calorie content. It is planned to offer the biscuits in different flavours like apple, orange, vanilla etc. to cater to the different tastes of the customers. The company now has to decide upon the different aspects of the new launch like the ingredients, flavours, branding, packaging and labelling of the product.

Questions :

- (a) Suggest some methods for generating ideas regarding the product attributes of the proposed range of biscuits.**
- (b) Identify the characteristics of a good brand name and suggest a suitable brand name for the new offerings.**
- (c) Suggest an appropriate positioning strategy.**
- (d) Discuss the significance of packaging and labelling decisions in the marketing of these new products.**

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers