

FMCG' company



Brand: Mehta Solutions

Product Code: case243

Weight: 0.00kg

Price: Rs500

Short Description

FMCG' company

Description

FMCG' company CAST STUDY solution

Read the following case carefully and answer the questions given at the end :

You are a product manager in a FMCG' company incharge of the 'toothpaste' category'

- (a) Suggest alternative basis for positioning of the product.
- (b) Discuss the functions that packaging performs in marketing of toothPastes'
- (c) In case you want to introduce a new toothpaste in the market, how would You go about test-marketing the same ?
- (d) Suggest a brand name for the new toothpaste to be introduced by the company' assuming that the product is targetted at children'

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers