

tea company



Brand: Mehta Solutions

Product Code: case253

Weight: 0.00kg

Price: Rs500

Short Description

tea company

Description

tea company CAST STUDY solution

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

(a) Aroma tea is a well known branded tea company in Central India. Both their leaf and dust tea brands are quite Popular. Recently, a Marketing consultant has advised them to set up a large number of vending machines to dispense their branded tea.

What kind of research should the company do before getting into this line of retail business.

(b) Some argue that retailers can be eliminated from the distribution channel because they only add cost to the final product without creating any value-added services in the Process. Do you agree with the above perspective ? Provide justification for your answer.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers