

Edutech Ltd



Brand: Mehta Solutions
Product Code: case310
Weight: 0.00kg

Price: Rs500

Short Description

Edutech Ltd

Description

Case study 2

Edutech Ltd., was established in 2002 at Bangalore with an aim of producing and marketing educational CD's. The company targeted mainly high school and higher secondary school students. They focussed Tamilnadu Market (both state and CBSE syllabus) and made moderate success. They offered CD's covering all subjects with lot of animations. Now to improve sales and expand the market it has entered with technical collaboration with Globetech, UK to produce quality CD's.

The company has decided to create more awareness about its product by advertising, as vice president of a reputed ad agency suggests suitable answer for the following issues.

Questions:

1. Selection of media or media mix
2. Provide criteria for choosing a particular media
3. How to measure the effectiveness of the media?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers