

# Sodhi & Co manufactures



**Brand:** Mehta Solutions

**Product Code:** case312

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**Sodhi & Co manufactures**

## Description

### Case study 4

Sodhi & Co manufactures a new variety of cleaning solution. They will be competing with two other companies which are presently running their promotional campaigns. One was offering a summer holiday at Simla and the other had attached small sponge to each of the cans. Mr.sodhi, the Director of this company called the marketing manager for a discussion to know whether these promotional campaigns of others are effective. These days, a lot of products seem to be promoted in one way or the other. In view of the fact that Sodhi & Co is also likely to launch its new product shortly. Mr.sodhi wanted to know whether his marketing department have considered using a promotion to help get the thing off the ground.

## Questions:

- 1. Do you feel a promotional campaign is required?**
- 2. What type of promotional campaign you will recommend?**
- 3. Analyse the merits and demerits of the available choices and recommend.**

## **Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**