

ALL OUT' – MARKETING A MOSQUITO REPELLANT



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Short Description

ALL OUT' – MARKETING A MOSQUITO REPELLANT case study

Description

The case, 'The All Out Story' examines the success of the All Out mosquito repellent from Karamchand Appliances Pvt. Ltd. (KAPL). KAPL was responsible for introducing 'vaporizers' in the Indian mosquito repellent market. The case examines the marketing strategy that helped the company to become a leader in the segment, even while competing against financially stronger players.

Issues:

Understand the changing dynamics of the Indian petroleum industry after the deregulation process that began in the early 1990s

Details

- 1. Case study solved answers**
- 2. pdf/word**
- 3. Fully Solved with answers**

