BASKIN ROBBINS – SALES STRATEGY FOR INDIA

Brand: Mehta Solutions
Product Code: case489
Weight: 0.00kg

Price: Rs500

Short Description

BASKIN ROBBINS – SALES STRATEGY FOR INDIA

case study

Description

This caselet describes the initial strategy adopted by the famous ice cream company, Baskin-Robbins, in India which did not yield results. It discusses the restructuring and expansion of the distribution network undertaken by the company. Promotion methods to increase sales and other measures like training of franchisees have also been discussed in this caselet.

Issues:

» Challenges in global ice cream sales

» Importance of alternative distribution channels

» Effect of sales promotion strategies

Introduction

Baskin-Robbins was a joint venture between Maharashtra Dairy Products Manufacturing Company Pvt. Ltd. (MDPMC) and the US subsidiary of Allied Domecq PLC, a UK-based company. Baskin Robbins set up shop in India in December 1993, by opening its first ice-cream parlor in Mumbai. Initially, it targeted the upper income households and concentrated on setting up parlors in posh localities in major cities like New Delhi and Mumbai…

Questions for Discussion:
Despite having operated in India for a decade, Baskin-Robbins was able to make a profit only in the 11th year. What were the mistakes the company made in its understanding of the ice-cream market and the psyche of the Indian consumer? Baskin-Robbins achieved a turnaround in its business by following an aggressive distribution strategy to achieve higher sales. Briefly highlight the various measures taken by the company. What could Baskin-Robbins do in the future to help sustain its profit levels?

Details
1. Case study solved answers

2. pdf/word

3. Fully Solved with answers