

ABC COMPANY CAST STUDY solution



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Short Description

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

The male fairness cream industry is growing at a scorching 150 percent per year. The industry

evidently has woken up to the fact that the metrosexual man has a large appetite for beauty

(the industry expression is "male grooming") products, particularly driven by a desire to look

as fair as the fairer sex.

ABC company recently launched 'GROOM PLUS', a men's fairness cream and claims that

the market feedback is highly positive and encouraging. It is now planning an extension of

GROOM PLUS to products like Bleaches, Shaving Creams, and Lotion etc. Hitherto men used fairness cream/ bleach that was available in parlour packs. Subsequent research showed that men prefer bleach of their own - with its own fragrance and specific skin type formulations, especially branded ones.

Questions :

(a) Suggest bases for segmentation of market for Groom Plus products.

- (b) Discuss the importance of packaging in marketing of the above product range.**
- (c) How can cyber marketing be used by the company to market its products ?**
- Discuss.**

Details

- 1. Case study solved answers**
- 2. pdf/word in 24-48 hrs**
- 3. Fully Solved with answers**