

A food company



Brand: Mehta Solutions

Product Code: case222

Weight: 0.00kg

Price: Rs500

Short Description

A food company

Description

A food company CAST STUDY solution

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

Launching New Soup :

A food company wants to develop a new soup to enter the healthy soup market. The new soup will consist of vegetables, proteins and fiber and will be positioned as a complete meal ". The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market. You are the head of the new product committee and the president of the company wants that the launch be successful. You have been asked to think about the Brand Name , its positioning in the market, and other things about its successful launch.

Questions :

- (a) You have been assigned the task of launching new soup in the market. Discuss your elements of launch mix.
- (b) Suggest how would you position your product in the market and suggest an appropriate brand name for the new soup you plan to launch in the market. Justify your choice

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers