

## innovative company



**Brand:** Mehta Solutions

**Product Code:** case246

**Weight:** 0.00kg

**Price:** Rs500

### Short Description

innovative company

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## **innovative company CAST STUDY solution**

**Read the following text and answer the questions given at the end :**

A small yet innovative company has developed novel spray glass cleaner that prevents the buildup of dust on Computer Screens and TVs.

- (a) Suggest some low cost ways the firm might effectively use to promote the product in the domestic market.
- (b) Outline the process involved in Media Planning for the same product.
- (c) If the same product has to be introduced in Rural Areas, how the media strategy will change in the context of rural Areas ? ,

## **Details**

### **1. Case study solved answers**

**2. pdf/word in 24-48 hrs**

**3. Fully Solved with answers**