

Snacks India Ltd



Brand: Mehta Solutions

Product Code: case270

Weight: 0.00kg

Price: Rs500

Short Description

Snacks India Ltd

Description

Snacks India Ltd CAST STUDY solution

Read and analyse the following case and answer the questions given at the end. PRICING THE AIRLINE

. SNACKS INDIA Ltd.

Snacks India Ltd. is a large company dealing in packaged Indian Snacks. They are mainly selling in India but have also got selling arrangement in some selected foreign countries with significant Indian population. Snacks India Ltd. believes in continuous experimentation and helps on launching new snack items in terms of their kind, form, size, taste and prices etc. One such product was a variation of Indian Dhokla with chocolate topping. To their surprise, this became more popular among Indians living in western countries and even some of the western countrymen, as well. Even in India they found that this new product was preferred more by the westernised Indians. The company decided to launch this product in a big way. So far, this was called just "Chocolate Dhokla". But, the company realised the need to give it an attractive new brand name. After some brain storming they decided that the new brand name must have following characteristics

- (a) Uniqueness
- (b) Simple to Pronounce.
- (c) Evolving pleasurable feelings.
- (d) Western associations.
- (e) Conveying the basic idea of the products.

For collecting the names and finally selecting amongst them the company decided to conduct a suitable marketing research.

Question:

Prepare a suitable marketing research proposal for Snacks India Ltd. Describe the steps involved in the research.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers