

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Identifying the Brand Associations for Herbo Project

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Identifying the Brand Associations for Herbo Project

Abstract

A summer intern at an Ayurveda based start-up is facing the daunting task of creating the market plan for it. To bring points of parity (POP) to competition he decides to understand the brand associations to competitor brands. He needs to build a Brand Concept Map (BCM) for this purpose.

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