

"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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## **Clay Waterbottles: Developing Marketing Mix**

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Please contact the corresponding authors if you would like to access the full case

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**Abstract:**

The case is suitable for discussing the marketing mix of a new product launch. Developing a marketing mix for new products involves special challenges because of the higher interdependency between various marketing mix elements. The case is appropriate for discussing such challenges. The case introduces participants to an entrepreneur's marketing challenges who presents clay water bottles as an alternative to traditional plastic or metal water bottles.

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