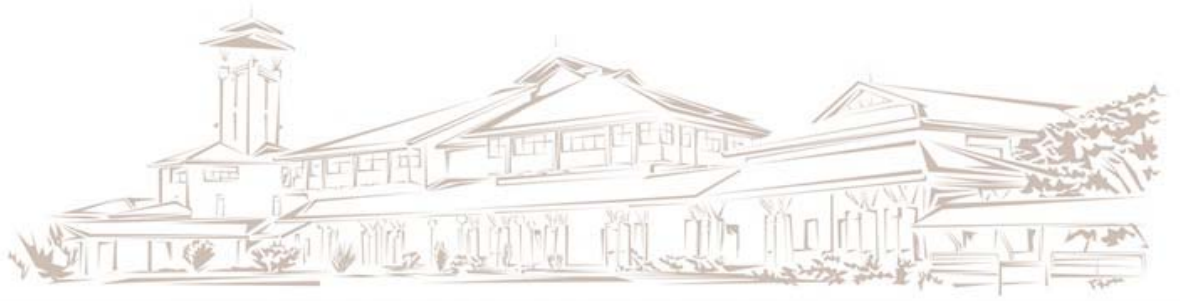


"A man is
great by
deeds, not by
birth"

-Chanakya

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Case Study

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Flintobox : Channel Strategy

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

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Abstract

Flintobox helps parents to overcome the problems related to their children's education. These products make it easy for both parties, i.e., helping the children learn and grasp things quickly, help the parents save time, and give them better results. The case introduces readers to the marketing mix and competition of Flintobox, and allows the participants to decide on an alternative channel. The case discussion will help understand a hybrid channel strategy and the challenges faced in selecting channel structure.

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