



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Being a Market Challenger in India

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Please contact the corresponding author, if you would like to access the full case study.

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Being a Market Challenger in India

Abstract:

The case explains the marketing realities of India's online food delivery business. The business can still be identified in the growth stage, a consolidation of competition can be identified, and early signals of seeking profitability in the current market by major players are witnessed. The case needs to be discussed through the eyes of the protagonist, Vijay, who sees a current market opportunity to play a market challenger. The case gives an excellent opportunity to discuss different market challenger strategies' types, context, and effectiveness. The case can be used in core course marketing to introduce market challenger strategies. The case can also be used in elective courses such as Marketing Strategy or Product Management to discuss the strategic considerations in challenging the incumbent.



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