

Product & Brand Management – 1

IIM Rohtak

Group Project Guidelines

Each group is required to prepare a case study. The case may be related to a managerial problem in the broad domain of Product & Brand Management and intends to explore any phenomenon around it.

The case must intend to present any event/situation from the industry while relating it to any of the concepts covered during the course. It may also present how a particular situation was handled. The case must be prepared in light of the theoretical concept discussed during the program.

While selecting the case, please ensure that either you have the company's primary data available due to your proximity to the company or enough secondary data available publicly to write the case.

The case may consist of the following components:

PART A:

- Introduction
 - Must introduce the protagonist of the case and clearly define the dilemma/problem faced by the protagonist
- Background of Company
- Industry overview (and any other relevant information)
- Details of the Decision alternatives for consideration by the protagonist
- Closure: reiterate the decision dilemma
- Exhibits

PART B:

- Analyze each decision alternative using case facts and information from the exhibits
- Explain/evaluate the decision using relevant concepts/theory learned in the program.
- Final recommendation

Submission format:

Word document with Font size 12, Times new roman, line spacing 1.5, and margins 2.54 cm from all sides. The word document should be named as "PBM1_GroupXX_title of the case". Please ensure to write names of all the group members in the submission

A strict penalty is applicable for plagiarism. Please mention all the references/sources used in the case.

Deadline: May 01, 2022, EOD.