

gem company



Brand: Mehta Solutions

Product Code: case131

Weight: 0.00kg

Price: Rs500

Short Description

gem company

Description

gem company CAST STUDY solution

Read the case below and answer the questions given at the end of the case :

KOHINOOR DIAMOND : BRANDING OF DIAMONDS : In increasing competition how can a gem company convince customers that its diamonds are a cut above the rest ? The answer is in Branding. People are often very particular about the brands of shampoo or soap they buy but when they shop for diamond, they probably don't have a specific brand in mind. Although an individual may have done some homework regarding the "four Cs" of diamond value (Carat, Weight, Colour, Clarity and Cut), she is unlikely to

walk into a Jewellery store and ask for a diamond by name - unless she wants a 'KOHINOOR DIAMOND'. Jaipur - based diamonds wholesaler 'KOHINOOR' has put major marketing power behind its 'KOHINOOR' brand name diamond MS-63 2 Complete with a logo and marketing plan, `KOHINOOR' diamond is cut and designed to give the extra sparkle that inspired the brand's slogan : "The difference is perfection. It's a difference you can see". The owner of 'KOHINOOR' started the diamond wholesaling business in 2000 but it wasn't until 10 years later that he decided to boost his profit margin by creating a branded diamond backed by a fullfledged marketing campaign

Questions :

- (a) Why would a customer have an interest in a branded diamond ?**
- (b) Whether the brand name and its positioning is appropriate ?**
- (c) Suggest a marketing programme to build brand equity for KOHINOOR DIAMONDS.**

Details

- 1. Case study solved answers**
- 2. pdf/word in 24-48 hrs**
- 3. Fully Solved with answers**