

DA-1 EPIGAMIA CASE – QUESTIONS

Submission date : August 30 2022

Submission Format **only in MS Word**

1. Discuss Epigamia's Customer Value proposition. Do you think the new offerings address unmet needs?
2. How could Drums food generate interest and trial for its novel brand offerings?
3. Discuss the Strengths and Weaknesses of Epigamia's Branding and Marketing strategy.
4. Discuss the strategic options available for Drums food for pursuing growth and building Epigamia to a global brand.

Each answer should not be more than 1-1 1/2 pages and total number of pages should not be more than 5.