

DA 2 & 3 Questions

You are requested to go through the case uploaded on Moodle “Direct to Consumer Brands” (2020) and do some research on DTC phenomenon and answer the following questions. You may submit the answers to DA2 and DA3 as a single MS Word File. Marks will be awarded separately for DA 2 and DA3.

Submission Deadline : November 5, 2022

DA 2 Questions (Maximum length 4 pages)

1. Are DTC brands just a marketing gimmick or do they create value for consumers in new and innovative ways? Substantiate your answer
2. Can they scale to become mainstream brands or are they destined to be niche players?

DA3 Question (Maximum length 4 pages)

1. Could they grow and be profitable at the same time? Give suggestions for their growth and profitability based on your research
2. How should incumbents/ legacy brands respond to DTC brands ?