

Price and Priority

Nexus Inc. Quarter 6

The new brands that will be introduced in this quarter are certain to dominate the market. However, it does not mean that all of the older brands should be discontinued. Smart competitors will employ a portfolio strategy and keep the most profitable brands on the market for a quarter or two. Marketers can sharply cut advertising money and trade off of the built-up equity or loyalty in these brands, turning them into cash cows.

YOUR TASK

Specify the price and priority of each brand that should be sold. Indicate if a brand should be discontinued.