

Meat Me at our Spot

Your client is mock-meat manufacturer. Come at a particular income class of people who actually buy this product?

CASE TYPE
Unconventional

COMPANY NAME
Boston Consulting Group

DIFFICULTY LEVEL

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“Meat” Me At Our Spot

Who would buy our meat that’s not meat?

Problem Statement

Your client is mock-meat manufacturer. Come at a particular income class of people who actually buy this product?

Case Overview

CASE TYPE

Unconventional

COMPANY NAME

BCG

ROUND

Manager Round

DIFFICULTY

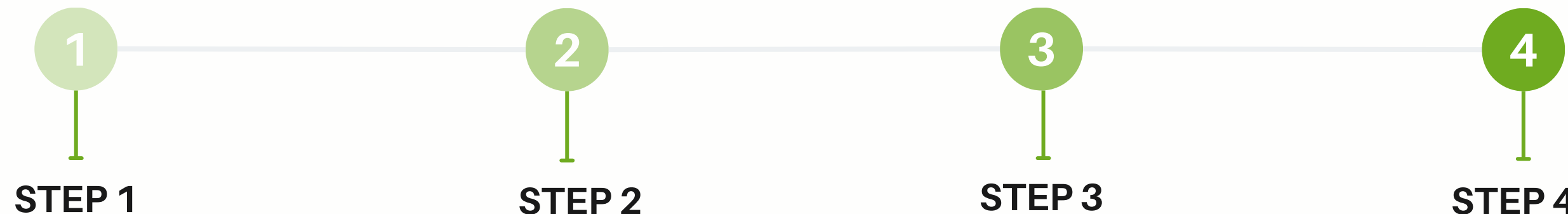


CLARIFYING QUESTIONS ASKED

What exactly is mock meat?
Are we only looking at the B2B market or the B2C market as well?

What is the selling price of one packet of mock meat sold by the client?
How much quantity is sold in one packet of mock meat?

Case Approach



STEP 1
One family in a day takes three meals, so they'll be consuming 90 meals per month. Now out of the 90 meals, we're seeing that this meal costs 800 rupees.

STEP 2
Spending Rs. 800 on one meal wouldn't be frequent, so they consume around 10 meals of mock meat and the remaining 80 meals are relatively cheaper.

STEP 3
Avg. amount spent is Rs. 400 on the remaining meals, so the total expenditure for the family is $10 \times 800 + 80 \times 400 = \text{Rs. } 40,000$ per month on food.

STEP 4
30% income is spent on food. So, total income of family is Rs.1,30,00. Therefore, high-middle & rich income groups buy this product.